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(1945 - 2019)

*of counsel*  
JASON T. MURPHY

June 8, 2021

**Knoxville-Knox County Planning**  
City-County Building  
400 Main Street, Suite 403  
Knoxville, TN 37902

Re: Agenda Item No. 29  
File No. 6-F-21-UR

Dear Planning Commission:

I represent the Applicant, Schubert and Schaad Trustees, for a proposed use on review for the construction for 10,640 square foot Dollar General Market. Staff has recommended approval of this use on review application, subject to seven conditions, and the Applicant is in agreement with the conditions as set forth in Planning Staff's Use on Review Report. Nevertheless, there is still some neighborhood opposition to this use on review approval that needs to be addressed.

This property is zoned Planned Residential; however, Planned Residential allows commercial development in conjunction with existing residential development. This portion of the property is bounded by Dry Gap Pike (a major collector street with 24 to 43 feet of pavement within a 64 to 80 foot right-of-way) and Fountain City Road (a minor arterial street with 19 feet of pavement within a 50 to 60 foot right-of-way). It is also bounded by an existing right-of-way easement to the northeast of the property, separating it on all sides from being directly adjacent to any residential neighborhood. In fact, this particular triangle of property was designated under the most recent North County Sector Plan as Neighborhood Commercial. Consequently, even though this is being developed under the existing Planned Residential zone, we have worked with Staff in increased landscaping, full cut-off fixtures, modifying the front façade and applying certain portions of the Neighborhood Commercial sign requirements to this property in order to maximize its integration with the existing residential development.

Staff has estimated an average daily trip count of 675 trips, which is relatively low for proposed commercial use. This dovetails with the market for Dollar General to serve existing areas for the residential shopping needs of nearby residents. As has been pointed out by much of the opposition, there are other Dollar General stores located in Knox County. This demonstrates that Dollar General does not draw in additional traffic but serves the existing traffic in an area, and Dollar General has been very successful with this business model.

There also appears to be quite a bit of Dollar General fearmongering with unsubstantiated concerns that their clientele will lead to higher crime rates. There is absolutely zero support for this claim, nor is there any support for perceptions that property values will decrease. Dollar General has recently developed locations at both 2419 Amherst Road and 12403 Kingston Pike (in the limits of the Town of Farragut), and property values in those areas have only increased since the development of these locations. Unsubstantiated fears and speculation aside, Dollar General has proven itself to be a good neighbor. Attached to this letter is an informational packet relating to the Dollar General Company and its mission to serve the neighborhoods where they are located.

There will be no anticipated impact on utilities, school, police or fire. Hours of operation will likely be between 8:00 a.m. and 10:00 p.m. All lighting, parking, access and other site plan requirements will meet the letter of the Knox County Zoning Ordinance.

Additionally, the Applicant has committed to partnering with Knox County to construct over a thousand feet of new sidewalk to connect to an existing planned sidewalk for a residential development to the south on Fountain City Road, from the edge of that development to the entrance of Sterchi Village off of Dante Road. This commitment presents an opportunity to improve the walkability of this area and to better integrate the Planned Commercial development with the existing neighborhood.

As Staff noted, this plan meets the requirements for approval of commercial use in the PR (Planned Residential) zone and the criteria for approval of a use on review. The proposed use is consistent with the adopted plans and policies, including the General Plan and the Sector Plan, the use is in harmony with the general purpose and intent of the PR zone, and 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. Finally, as Staff noted, the use will not significantly impact the value of adjacent property and will not draw additional traffic through residential areas.

The concerns raised by the opposition are the same concerns that were raised with the development of the Amherst Dollar General and the Farragut Dollar General. As those concerns are unfounded, and as this application meets both the conditions of the Zoning Ordinance and the criteria for approval of use on review, I would respectfully submit that you approve our application and grant the Applicant its use on review to continue this development.

Sincerely,  
*Benjamin C. Mullins*  
Benjamin C. Mullins  
FRANTZ, McCONNELL & SEYMOUR, LLP

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Enc.

# DOLLAR GENERAL®

Save Time. Save Money.  
Every Day

898



**DOLLAR GENERAL**

Save time. Save money. **Every day!**



## EVERY DAY, DOLLAR GENERAL HONORS ITS HISTORY

Dollar General's history began in 1939 as J.L. Turner and Son Wholesale.

More than 80 years later, Dollar General continues to serve customers, employees and communities by focusing on its mission of *Serving Others*.

# ABOUT DOLLAR GENERAL

## CUSTOMERS

- Value-conscious and convenience-seeking
- Broad cross-section of America ranging from rural to metropolitan communities

## THE COMPANY

- 157,000+ employees\*
- Store Support Center office in Goodlettsville, Tenn.
- \$27.8 billion in net sales in FY 2019
- Ranked #112 on the *Fortune* 500 list as of May 2020
- Named to the S&P 500 in November 2012
- Included in *Fortune's* 2020 World's Most Admired Companies List and *Mass Market Retailer* magazine's 2019 Retailer of the Year



\*As of August 2020

# ABOUT DOLLAR GENERAL

## MERCHANDISE

- Multiple price points; Approximately 80% of items are priced at under \$5 and 25% of items are priced at \$1 or less.
- Accepts manufacturer and store coupons, as well as DG Digital Coupons
- Offers items used and replenished most often including food, household staples, cleaning products, health and beauty items, pet supplies, seasonal items and more.

## STORES/DISTRIBUTION

- More than 16,720 stores in 46 states\*
- Stores typically operate daily from 8 a.m. to 10 p.m.
- Convenient size in convenient locations with easy in-and-out formats.
- 20 Traditional and 6 DG Fresh Distribution Centers\*
- Approximately 75% of stores serve communities of less than 20,000



*\*As of August 2020*

# VALUE & CONVENIENCE

- Dollar General helps customers save time and money by offering general merchandise at a range of great prices.
- Stores bring the convenience of a neighborhood general store to customers with the prices of a supercenter.
- Site selection criteria is based on meeting customers' needs, and stores are located where people want them.
- Dollar General believes the addition of each store provides positive economic impact.



# EVERYDAY LOW PRICES

- Customers can save on the items they need so they can spend more on the items they want.
- Dollar General offers everyday low prices on items from America's most trusted name brands and its own high-quality, private brands.
- Why Pay Drug Store Prices?
  - Syndicated research shows Dollar General prices are approximately 40% less than drug stores.



**DOLLAR GENERAL®**

Save time. Save money. **Every day!**®

# OUR STORES



# OUR STORES

**DOLLAR GENERAL**

**75%**

OF AMERICANS ARE  
CURRENTLY WITHIN  
5 MILES OF A DOLLAR  
GENERAL STORE



OF CURRENT STORE  
MANAGERS WERE  
PROMOTED FROM WITHIN  
THE ORGANIZATION



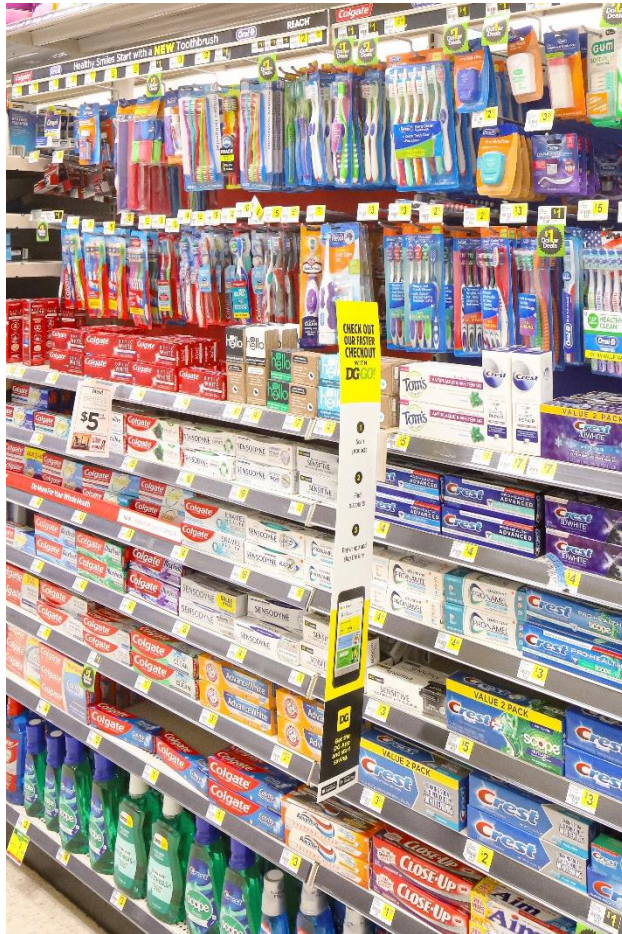
OF DOLLAR GENERAL  
STORES SERVE  
COMMUNITIES OF  
20,000 OR LESS



**DOLLAR GENERAL**

Save time. Save money. **Every day!**

# OUR STORES



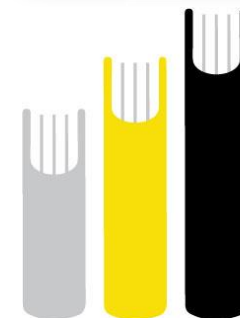
# CAREER OPPORTUNITIES

- Each new store creates new, local career opportunities.
- Dollar General provides employees with:
  - Competitive wages and benefits
  - Award-winning and world-class training programs
  - Opportunities for growth and development
  - DG University Alliance
- Approximately 12,000, or 75%, of current store managers were promoted from within, as well as thousands more employees.
- On average, part-time sales associates can be promoted to full-time assistant store managers within 12-18 months and to store manager within 3 years.



# SERVING OTHERS

- Dollar General's mission of ***Serving Others*** is the foundation on which the business was built and a guiding force of its future.
- Dollar General is proud to invest in the communities it calls home.
- The Dollar General Literacy Foundation awards grants each year within a 15-mile radius to support literacy and education.
  - Information/Applications at [dgliteracy.org](http://dgliteracy.org)

**DOLLAR GENERAL****LITERACY  
FOUNDATION**

**DOLLAR GENERAL**

Save time. Save money. **Every day!**

# HEALTHIER CHOICES

- Every Dollar General store offers components of a healthy diet including frozen vegetables, canned fruits and vegetables, grains, lean proteins, eggs, milk, dairy products and more.
- Stores also offer a variety of over-the-counter medications, hygiene and supplements.
- Convenient locations bring healthier choices closer to customers.



# HEALTHIER CHOICES



## **Dollar General is a part of Americana Worth Saving and Celebrating**

Dollar General stores “serve a purpose unmet by larger supermarkets unwilling to locate in lower-population regions that make no logical business sense for them.”



## **Dollar General Opens in Neighborhood Food Desert**

- A new Dollar General has opened on West Main Street, providing a closer shopping location to residents in an area that has limited grocery options.”
- “Given the walkability and convenience of having a Dollar General in the neighborhood, with the selection that they carry, it's a positive thing.”

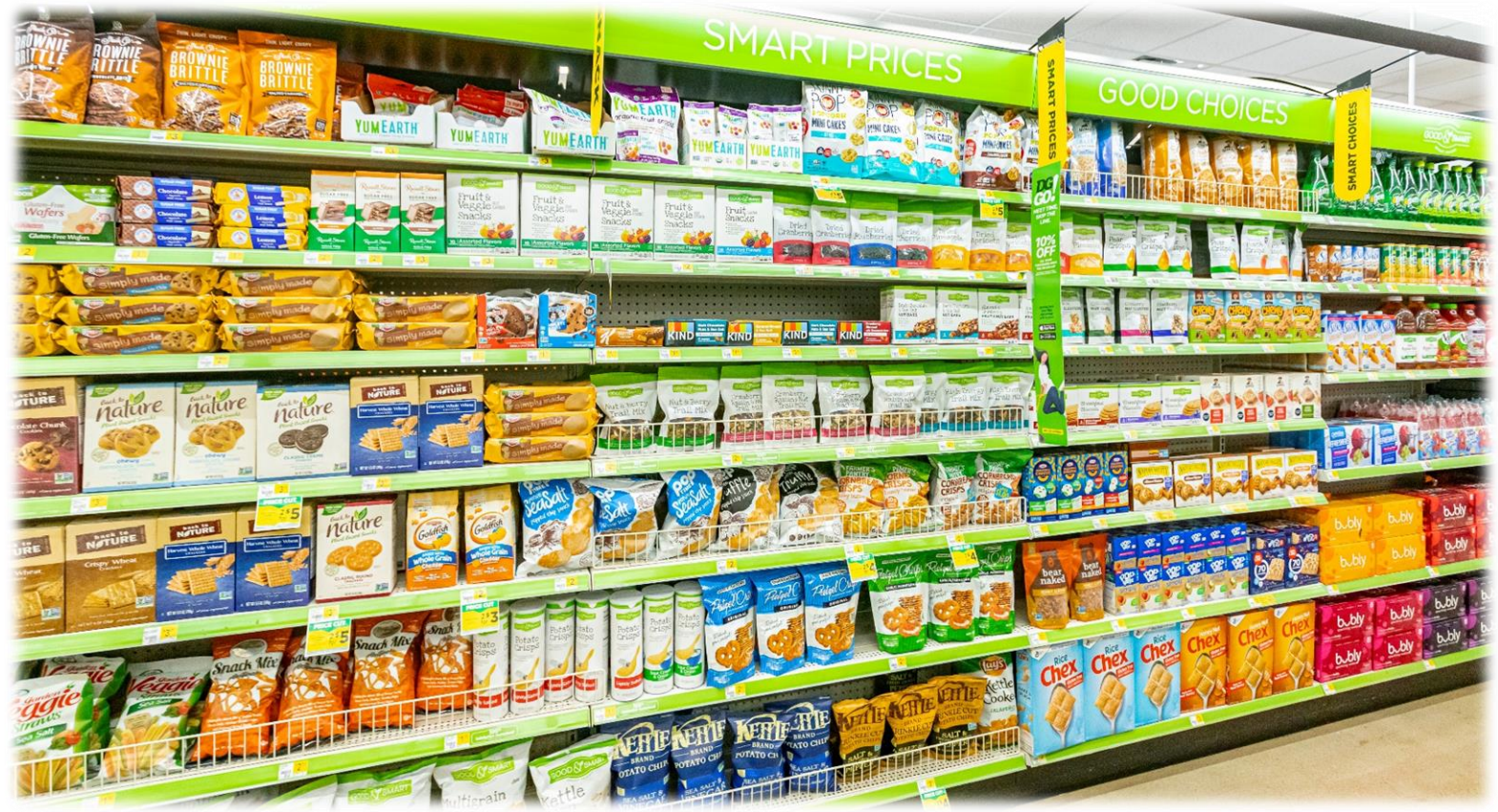


## **Why Food Deserts Aren't the Key Cause of Nutritional Inequality**

“New grocery stores can provide many benefits to communities in food deserts, but data show healthier eating habits are not one of them.”

# BETTER FOR YOU

- Dollar General introduced *Better for You* merchandise to provide customers with healthier options at affordable prices.
- This section of the store provides approximately 120 products from Kashi®, Annie's®, Back to Nature® and others, including DG's exclusive Good & Smart® brand.



# PRODUCE

Dollar General plans to offer fresh fruits and vegetables in this location.



# STORE DELIVERIES

- Dollar General and its third-party carriers adhere to local ordinances and rules regarding truck deliveries.
- The normal window for tractor trailer deliveries is 6 a.m. – 9 p.m.
- Additional vendors typically make deliveries in smaller trucks and/or vans.



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# CONTACT INFORMATION

## **Dollar General Corporation**

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