

Dear Mayor Dull,

As you know, our company, JMB Investment Company, is requesting a special use permit for a Dollar General store at this location as it is already listed as an approved use in the B-3 zoning. This zoning also allows for more intense uses through the special use permit process including: Clubs/lodges, Drugstores, gas stations, eating and drinking establishments, food stores, motels/hotels, prefabricated house sales, and a variety of repair shops.

We have had several conversations with the city staff about the project and have agreed to all of the conditions that they wanted to see in place for approval. These conditions and a brief explanation of each are as follows:

- ***The exterior façade should be primarily composed of traditional red brick that corresponds with the brick used in nearby residential structures.***
  - We started out with brick on 3 sides of the building and added brick to the rear after the planning commission meeting. The updated exterior building elevations are included in the staff briefing as well as this letter.
- ***Site lighting shall be wholly contained within the site and at the property line adjacent to Springhill Rd shall not exceed .5 foot-candles.***
  - The site lighting plan originally submitted was revised so that the updated/current version does not exceed .5-foot candles at the property. All lighting is wholly contained within the site.
- ***All exterior lighting fixtures shall be full-cutoff or equivalent style and mounted 90 degrees to the ground.***
  - We have no problem with this provision and will comply. Dollar General actually already mounts their exterior fixtures at 90 degrees. Please note, all exterior lighting shuts off 1 hour after closing.
- ***Light poles shall not exceed 24 feet in height.***
  - Also, not a problem, we will comply. Standard poles are 24' in length and the base is usually 3' max for a total height of 27'. They make a 20' pole which we will utilize with a 3' base for a total height of 23'.
- ***There shall be no up lighting of any portion of the building façade.***
  - See attached building elevation, all lighting, including the lighting over the sign, is down lighting.

- ***Parking shall not be provided in excess of the minimum number of spaces that are required in SCC 18.125.***
  - Before submitting our initial site plan, we worked with City Staff on the parking and have provided the minimum number of spaces that will be required. The current site plan reflects the correct amount and is attached to the email.
- ***The buffer areas adjacent to residential districts shall be completely landscaped to provide dense screening between the use and the surrounding residential uses. Utility easements shall not be included in the landscape buffer unless the utility company will allow plantings within the easement.***
  - Landscaping has been added to the buffer areas adjacent to residential districts and the landscape plan is included in the staff briefing and this letter. The landscaping is outside of all utility easements. At the time we submitted the landscape plan to staff, I do not believe they had a chance to review in depth before the planning commission meeting. If revisions are needed, we are happy to work with staff to ensure this condition is satisfied.
- ***There shall be no outside noise creating devices such as, but not limited to, loudspeakers, amplifiers, or intercom systems.***
  - Dollar General does not utilize loudspeakers or intercoms so this will be no problem, we will comply.
- ***One freestanding sign shall be permitted for the property and shall not exceed 15 feet in height and 30 square feet in area. If illumination is provided, it shall be external illuminating only. The sign shall be a monument sign and shall be subject to a minimum setback from all property lines of five feet. The sign may not be placed where it may create a site line obstruction for motorists entering or exiting the site.***
  - I've attached the proposed sign. It is 8' tall and less than 30 square feet in area. It utilizes down lighting and is not internally illuminated. The smaller size of the sign should allow all motorists entering and exiting the property a clear sight line – the sign will be setback a minimum of 5 feet from the property line.
- ***Hours of operation shall be no earlier than 8 AM or later than 10 PM***
  - Dollar General agrees to this condition

After attending the Planning Commission meeting a couple weeks ago, we are aware of some concerns that nearby residents have. I think these concerns can be separated into two categories:

1. Issues with Dollar General itself (maybe just business in general) and the compatibility with the area
2. Safety concerns with the intersection of Springhill Road and Woodrow Wilson

I'd like to offer a couple thoughts on both of these concerns:

1. We chose this lot because it was already zoned business. A lot of times we are trying to locate in areas where there are not any business zoned properties so we were fortunate in this case to locate property that was correctly zoned. This property is adjacent to a highway serving 10k cars a day and I've got to think that when the property was rezoned in 2006 the City Council recognized the commercial potential/characteristics of the property and that's why they agreed to rezone it. At the same time, I believe they wanted the city to have oversight so that staff could work with potential businesses/developers to ensure different elements were incorporated to help fit in with both the commercial and residential character of the area. I believe that is exactly what has been done here as evidenced by the conditions laid out by staff and our agreement to meet them.
2. We received data from VDOT on Wednesday of this past week and have that information in the hands of CDM Smith. CDM Smith is an engineering/consulting firm used by the federal government, municipal governments and the private sector - they are very well respected and should have us an analysis/opinion by Wednesday of this week, one day before the City Council meeting. I will forward that analysis as soon as received. As I said during the Planning commission meeting, Dollar General just does not produce enough traffic to have large impacts on existing traffic operations, especially on a road like Springhill that has a 35 MPH speed limit and only 2,200 cars a day +/- . As part of this analysis, CDM Smith is also looking at the impacts of the development on the intersection, so we will have that for you as well. We remain optimistic they will conclude our development will have negligible impacts on the safety of Springhill and at the intersection of Springhill and Woodrow Wilson.

Ultimately, we strive to be a good neighbor at all of the properties we help develop. We are certainly interested in receiving and responding to any additional feedback you or other council members may have prior to the meeting – I am hopeful we can address any other concerns that may be present.

Dollar General is looking forward to serving this area/community and fulfilling the residents' retail shopping needs convenient to their homes.

We appreciate your support for this project and hope you find this information beneficial. Please let me know if you have any additional questions.

The following attachments are included with this letter:

- Site Plan
- Landscape Plan
- Exterior elevations
- Monument Sign rendering
- DG Company Information

Sincerely,



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