



## NEWS RELEASE

For Immediate Release

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### Knoxville-Knox County Metropolitan Planning Commission Rebrands

**Knoxville, Tennessee – January 8, 2019** – Knoxville-Knox County Metropolitan Planning Commission, the agency responsible for comprehensive county-wide planning and administration of zoning and land subdivision regulations, recently rebranded to Knoxville-Knox County Planning. The goal for the update is to be more responsive, engaging, and relevant to those they serve.

The rebrand includes a new name and logo, as well as an updated website. It also coincides with an office renovation that will allow improved customer interactions.

In the past, the name, “Metropolitan Planning Commission” or “MPC,” referred to both the appointed board of commissioners and staff, two different groups of people. Citizens were often unclear about the difference, so “Commission” was dropped from the name and its use will be reserved for the Planning Commissioners. “Metropolitan” was also removed from the name because the agency’s service area is primarily Knoxville and Knox County, not the larger region.

“This change emphasizes our focus on community,” said Gerald Green, Executive Director of Knoxville-Knox County Planning. “We want to be approachable and clear in every aspect of our work to make it easier for residents to be involved in the planning process.”

Along with the rebrand, Knoxville-Knox County Planning has also renovated its office space. The goals for the renovated physical space complement those for the rebrand: improved customer interactions, efficiency, and collaboration. The reconfigured workspace makes it easier for customers to access staff and planning resources, as well as several city departments, in a one-stop-shop. The new layout removed walls and exposed windows, reducing the overall footprint of the office and lowering energy consumption. The open floor plan makes it easier for staff to collaborate with one another and to work closely with residents, developers, and local officials.

For more information on the agency and the rebrand, visit their website at [www.knoxplanning.org](http://www.knoxplanning.org).

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#### Knoxville-Knox County Planning

Knoxville-Knox County Planning (formerly Knoxville-Knox County Metropolitan Planning Commission) was established in 1956 by Knoxville and Knox County as the agency responsible for comprehensive county-wide planning and administration of zoning and land subdivision regulations and remains so today (except for the town of Farragut). Funding comes primarily from city and county appropriations and from federal grants for specific studies. The agency prepares and adopts a general plan, reviews subdivision regulations and site plans, prepares and recommends zoning ordinances and maps to the Knox County Commission and Knoxville City Council, reviews proposed zoning amendments, and prepares a capital improvements plan for the City of Knoxville. For more information, visit our website at [knoxplanning.org](http://knoxplanning.org).