



Betty Jo Mahan &lt;bettyjo.mahan@knoxmpc.org&gt;

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**[MPC Comment] Tall Signs Don't Equal Success**

1 message

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**joyce feld** <jlfeld@gmail.com>  
Reply-To: jlfeld@gmail.com  
To: commission@knoxmpc.org

Thu, Oct 9, 2014 at 9:24 AM

There is no research that shows that tall and big signs translate into business success. Attached is a photo of Chuy's restaurant on Kingston Pike. Chuy's has a 10-ft sign and a full parking lot. Attached is also a photo of Rafferty's restaurant located across the street from Chuy's which was taken 3 minutes later. Rafferty's has a 50-ft sign and an empty parking lot.

There is research which shows that communities with strict sign regulations have greater economic prosperity and higher property values.

Joyce Feld

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This message was directed to [commission@knoxmpc.org](mailto:commission@knoxmpc.org)

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**2 attachments**

**chufs.jpg**  
1444K



**Raffertys vs. Chufs Signs.jpg**  
2046K



Betty Jo Mahan <bettyjo.mahan@knoxmpc.org>

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## [MPC Comment] Sign ordinance

1 message

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**Terry Caruthers** <t\_caruthers@hotmail.com>

Thu, Oct 9, 2014 at 8:07 AM

Reply-To: t\_caruthers@hotmail.com

To: "commission@knoxmpc.org" <commission@knoxmpc.org>

Dear Commissioners,

As a lifetime resident of Knoxville who serves on the boards or as a representative with the Colonial Village Neighborhood Association (CVNA), the South Knoxville Neighborhood and Business Coalition (SKNBC), and the Neighborhood Advisory Council (NAC), I would like to share my personal opinion regarding the proposed sign ordinance.

While I respectfully honor and appreciate the extensive research and outreach conducted by the Sign Ordinance Committee and their dedication, time and commitment, I think they failed to achieve an outcome that benefits our scenic highways and vistas. I do not believe their height proposals (essentially a 10 foot reduction) are significant enough to impact the clutter along our roadways.

I support the height proposals made by Scenic Knoxville. From what I've read, they are more in keeping our roadways and vistas attractive, as well as being similar to what has been adopted and what is being proposed in other metropolitan cities in Tennessee and in surrounding states.

For once, Knoxville needs to up its game and remain in-step with the time, particularly when we are drawing more and more tourists and visitors because of our Urban Wilderness. They come to see the beauty of nature, not unsightly signage.

Thank you for your time.

Terry Lee Caruthers  
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Knoxville, Tennessee 37920  
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