



FARRAGUT BOARD OF MAYOR AND ALDERMEN
AGENDA
February 25, 2021

BMA MEETING
7:00 PM

- I. Roll Call**
- II. Approval of Agenda**
- III. Approval of Minutes**
 - A. February 11, 2021
- IV. Mayor's Report**
- V. Business Items**
 - A. Approval of 2021 Forget Me Not 5K
 - B. Approval of contract with Madden Media for Visit Farragut website development
 - C. Approval of Memorandum of Agreement with Knoxville-Knox County Planning Commission for Development of Planning Reports along Interstate 40/75 in West Knox County
 - D. Resolution R-21-03, a resolution to accept public streets and street names located within the Town of Farragut
- VI. Ordinances**
 - A. Public Hearing and Second Reading
 - 1. Ordinance 21-04, ordinance to rezone the property situated around the eastern intersection of McFee Road and Boyd Station Road, Parcels 50, 50.01, 54.01, and 9.01, Tax Map 162, 12611 Boyd Station Road, from General Single-Family Residential (R-2) to Open Space Mixed Residential Overlay (R I/OSMR), 131.25 Acres (OBO Homestead Land Holdings, Applicant)
 - B. First Reading
 - 1. Ordinance 21-05, Ordinance to Amend the Capital Investment Program for the Fiscal Year 2020-2021 budget, passed by Ordinance 20-07

11408 MUNICIPAL CENTER DRIVE | FARRAGUT, TN 37934 | 865.966.7057
WWW.TOWNOFFARRAGUT.ORG

It is the policy of the Town of Farragut not to discriminate on the basis of race, color, national origin, age, sex, or disability pursuant to Title VI of the civil Rights Act of 1964, Public Law 93-112 and 101-336 in its hiring, employment practices and programs. To request accommodations due to disabilities, please contact the ADA Coordinator at jcurry@townoffarragut.org or 865-966-7057 in advance of the meeting.

- VII. Town Administrator's Report**
- VIII. Town Attorney's Report**
- IX. Citizens Forum**

This meeting can be viewed live on the Farragut YouTube Channel, www.townoffarragut.org/livestream, Charter channel 193 and TDS channel 3. The meeting will be held virtually, authorized by Governor Lee's executive orders regarding the COVID-19 pandemic. Meeting comments, including your name and address, may be emailed to comments@townoffarragut.org and must be received by 12:00pm on **Wednesday, February 24, 2021** to be included in the record of the meeting.

The Board of Mayor and Aldermen welcomes and invites Farragut residents to participate in public meetings.

At the end of each business meeting, there will be time reserved for public comment under the Citizen Forum agenda item. If you are interested in speaking, please fill out a blue comment card and turn it in to the Town Recorder or staff member. This time is set aside specifically for comments on items that are not on the Board of Mayor and Aldermen regular agenda for the meeting. Each speaker will be given five (5) minutes to speak on his/her topic.

During the regular agenda portion of the meeting there may be an allowance for public comment for each agenda item. The Mayor may recognize individuals for public comment based on the following guidelines.

1. The Mayor shall maintain and control the meeting to provide a professional and objective environment;
2. Any Farragut resident interested in speaking should fill out a blue comment card stating which agenda item they would like to comment on and turn in to the Town Recorder or a staff member;
3. Speakers shall come to the podium and identify themselves by name and street address;
4. Public comment shall be limited to five (5) minutes per individual. Time for public comment may be amended at the discretion of the Mayor. Time is not transferable to other speakers;
5. Speakers should strive to avoid redundancy; each speaker should have their own original viewpoint;
6. Comments shall address issues, not individuals or personalities;
7. Comments may support or oppose issues or measures, but the motives of those with differing views shall not be questioned or attacked;
8. Personal attacks and malicious comments shall not be tolerated;
9. An applicant, and/or their representative(s), for an item on the regular agenda shall be afforded the time necessary to present their request and respond to questions. The five (5) minute limitation shall not apply. However, the Mayor may ask an applicant to stay on point in order to facilitate the efficiency of the meeting.

Each speaker will be asked if they can agree to abide by the Comment Protocol. If so, please be prepared to speak when your name is called.

Board of Mayor and Aldermen February 11, 2021 Minutes

Mayor Williams called the meeting to order at 7:00 PM.

Roll Call for attendance: Alderman Burnette, yes; Alderman Meyer, yes; Alderman Pinchok, yes; Alderman Povlin, yes; Mayor Williams, yes; in addition to staff and members of the press. The meeting was held via WebEx Governor Lee's orders and the Knox County Health Department's orders regarding the COVID-19 pandemic.

Approval of Agenda

Motion was made to approve the agenda as presented. Moved by Alderman Povlin, seconded by Alderman Meyer; roll call vote, Alderman Meyer, yes; Alderman Pinchok, yes; Alderman Povlin, yes; Alderman Burnette, yes; Mayor Williams, yes; no nays; motion passed.

Approval of Minutes

Motion was made to approve the minutes January 28, 2021 as presented. Moved by Alderman Povlin, seconded by Alderman Meyer; roll call vote, Alderman Pinchok, yes; Alderman Povlin, yes; Alderman Burnette, yes; Alderman Meyer, yes; Mayor Williams, yes; no nays; motion passed.

Presentation of Comprehensive Annual Financial Report for Fiscal Year Ended June 30, 2020

Steve Horton, Whitlock and Company, PC, presented the overview of the Farragut CAFR for FY2020.

Business Items

Approval of Bids and Award of Contract 2021-09, Smith Road Sidewalk Project

Motion was made to award contract 2021-08 to Whaley Construction in the amount of \$622,664.90. Moved by Alderman Povlin, seconded by Alderman Burnette; roll call vote, Alderman Povlin, yes; Alderman Burnette, yes; Alderman Meyer, yes; Alderman Pinchok, yes; Mayor Williams, yes; no nays; motion passed.

Approval of Resolution 21-02, a resolution to provide for Appendix E in the Farragut Municipal Code, an Aesthetic Plan for Vertical Utility Infrastructure in Public Rights of Ways (Town of Farragut, Applicant)

Motion was made to approve Resolution 21-02. Moved by Alderman Povlin, seconded by Alderman Pinchok; roll call vote, Alderman Povlin, yes; Alderman Burnette, yes; Alderman Meyer, yes; Alderman Pinchok, yes; Mayor Williams, yes; no nays; motion passed.

Ordinances

First Reading

Ordinance 21-04, ordinance to rezone the property situated around the eastern intersection of McFee Road and Boyd Station Road, Parcels 50, 50.01, 54.01, and 9.01, Tax Map 162, 12611 Boyd Station Road, from General Single-Family Residential (R-2) to Open Space Mixed Residential Overlay (R I/OSMR), 131.25 Acres (OBO Homestead Land Holdings, Applicant)

Motion was made to approve Ordinance 21-04 on first reading. Steve Williams submitted a comment for the agenda item. After some discussion, motion was made that the zoning not be effective until the parcels are combined so that the applicant could continue to second reading. Moved by Alderman Povlin, seconded by Alderman Meyer; roll call vote, Alderman Burnette, yes; Alderman Meyer, yes; Alderman Pinchok, yes; Alderman Povlin, yes; Mayor Williams, yes; no nays; motion passed.

Town Administrator's Report

David Smoak, Town Administrator, announced that Scott Brewer's last day is Friday, February 12. Scott has been with the Town for 31 years.

Citizens Forum

Claudia Ritchie, 736 Brixworth, submitted a comment for the citizens forum.

Meeting adjourned at 9:20 PM.

Ron Williams, Mayor

Allison Myers, Town Recorder

AGENDA NUMBER

MEETING DATE

February 25, 2021

REPORT TO THE BOARD OF MAYOR AND ALDERMEN

PREPARED BY: Allison Myers, Town Recorder

SUBJECT: Approval Forget Me Not 5K

INTRODUCTION AND BACKGROUND: Included in your packet is a request for approval of an Event application for the Forget Me Not 5K for Alzheimer's benefitting the Pat Summit Clinic. This event has been held for the past eight years and this is the first time the event is proposed in the Town of Farragut. Proceeds from the event will benefit the Pat Summit Clinic at the University of Tennessee Medical Center. The event is scheduled for the morning of April 24, 2021 and is anticipated to have 750-1,000 participants.

DISCUSSION: The event is being presented to the Board of Mayor and Aldermen because of the use of the streets within Village Green subdivision.

Portable restrooms and one water station will be provided, and volunteers will be responsible for defining the race route and cleaning up after the event. The Knox County Sheriff's Department will help provide traffic control and a nurse will be present for any medical issues.

RECOMMENDATION: Staff recommends approval of the event subject to proper notification to any affected entities, the provision of adequate traffic control, and a deposit of \$500 being provided to the Town which will be refunded if no damage (e.g. paint markings on the course) occurs to public infrastructure. As noted above, the applicant is proposing to use volunteers to mark the course.

PROPOSED MOTION: To approve an Event Application on April 24, 2021 involving use of the Town's public rights of ways and pedestrian facilities for the Forget Me Not 5K for Alzheimer's benefitting the Pat Summit Clinic

BOARD ACTION:

MOTION BY: _____ **SECONDED BY:** _____

<u>VOTE/TOTAL</u>	<u>WILLIAMS</u>	<u>BURNETTE</u>	<u>MEYER</u>	<u>PINCHOK</u>	<u>POVLIN</u>
YES	_____	_____	_____	_____	_____
NO					
ABSTAIN					

Farragut
Special Event Permit Application
BP-2021-79

Submitted by Drew Degges
drewdegges19@gmail.com
(865) 337-1885

Address of Proposed Work: **11433 KINGSTON PIKE**

City: **FARRAGUT** State: **TN** Zip: **37934**

Contact Information

Applicant's Contact Information

Title: First Name: **Drew** Last Name: **Degges** Suffix:

Business Name: **Forget Me Not 5k**

Mailing Address: **1306 Montford Lane**

City: **Knoxville** State: **TN** Zip: **37922**

Email Address: **drewdegges19@gmail.com**

Cell Phone: **(865) 337-1885** Work Phone: Home Phone: **(865) 337-1885**

Contractor's Contact Information

Title: First Name: _ Last Name: Suffix:

Business Name:

Mailing Address:

City: State: **TN** Zip:

Email Address:

Cell Phone: Work Phone: Home Phone:

Property Owner's Contact Information

Title: First Name: _ Last Name: Suffix:

Business Name: Town of Farragut

Mailing Address:

City: State: TN Zip:

Email Address:

Cell Phone: Work Phone: Home Phone:

Application Questionnaire (* denotes required question)

Special Event

Will any Public Parks/Facilities be used in your event? * No

Please note that use of any public parks/facilities must be approved by the Farragut Parks and Recreation Department prior to applying for this permit. Please call 865-966-7057 for approval before proceeding with this permit.

Start Date of Event * 4/24/2021

Name of Event * Forget Me Not 5k

Type of Event * Race

Brief Description of Event * The 11th Annual Forget Me Not 5k race to benefit Alzheimers research through the Pat Summitt Foundation at the Pat Summitt Clinic at UT Medical Center

Is event private or open to the public? * Open to the public

Is food being served? No

Will you have portable Sanitary Facilities? Yes

Will you have a solid waste dumpster? No

Will there be any temporary structures/stages? No

Upload Location in File Upload Section.

Will you need Temporary Power? Yes

PROVIDE LOCATION DRAWING IN FILE UPLOAD SECTION.

Will you have any other Air Supported Structures? No

UPLOAD LOCATION DRAWING IN FILE UPLOAD SECTION.

Will you need any public street closures? Yes

Please Note: Any public street closures must go before Board of Mayor and Aldermen for approval

Where are the parking areas located? In front of old SteinMart

INCLUDE DRAWING IN FILE UPLOAD SECTION.

If this event is a parade/sporting event, where is the route, staging, and disbanding areas? In front of Planet Fitness and Old SteinMart

UPLOAD DRAWING IN FILE UPLOAD SECTION

In case of Rainout, state cancellation date and time: We will run.

(EXAMPLE-EVENT IS AT 2:00PM ON SATURDAY, RAINOUT CANCELLATION IS AT 1:00 PM SATURDAY OR POSTPONEMENT IS UNTIL 4:00 PM)

Will there be music, live or otherwise? Yes

Will you have Security/Police Officers at your event? Yes

Please note: The Town of Farragut does not provide Security or Police Officers.

Will you have any Emergency Medical Personnel/Apparatus On-Site? Yes

Please Note: The Town of Farragut does not provide Emergency Medical Personnel/Apparatus.

Name of Sanitary Facility Vendor: ETP

How many Generators? 2

From what time to what time are they to be closed? 7:30 am to 9:00 am streets will be closed

Include times to be manned: 7:30 am to 9:00am

What hours will the music be playing? 8:00-9:00 am

How many Officers? 3

From what time to what time? 7:30-9:00 am

Will you have any Fire Officers/Apparatus at your event? No

Will you have Tents? No
If Yes, please list tents in order from largest to smallest.

Will you have Bounce Houses? No

Provide law enforcement contact for day of event.

Brad Hall

Have you applied for an insurance certificate of general liability insurance? *

Yes

Naming the Town of Farragut, its employees and agents as additionally insured.

Copy of Insurance must be uploaded.

Insurance already Submitted

I HEREBY UNDERSTAND AND AGREE TO THE STATED REQUIREMENTS ABOVE.

Do you want this event advertised on VisitFarragut.org?

Yes

Will there be any animals at the event?

No

Will alcoholic beverages be served? *

No

How many people do you expect?

500-700

A Signed Letter of Approval from Property Owner must be uploaded in the document uploads section.

End Date of Event

4/24/2021

Please list the Streets to be Closed

James Town Blvd

Include drawing in file upload section

18324

Event Start Time	<u>7:30 AM</u>
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Event End Time	<u>9:00 AM</u>
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Event Setup Time	<u>6:00 AM</u>
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Event Teardown Time	<u>9:30 AM</u>
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Documents Uploaded

The following documents are attached to the Application.

Site Plan

adobe scan feb 8, 2021.pdf



old Stein mart

Planet fitness

Participant*
Parking

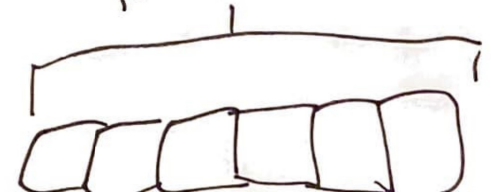
Awards



Start/Finish



Portables



REPORT TO THE BOARD OF MAYOR AND ALDERMEN

PREPARED BY: Sue Stuhl, Parks & Recreation Director; Karen Tindal, Tourism Coordinator

SUBJECT: Approval of contract with Madden Media for Visit Farragut website development

INTRODUCTION: This proposed contract is for the development of a Visit Farragut website on a robust platform that will allow for future expansions.

BACKGROUND: In the summer of 2020, a Request for Qualifications (RFQ) was issued by the Town of Farragut for upcoming tourism and public relations projects for a three-year period. Contracting with outside firms is essential due to the limited amount of staff (two part-time workers) and the types of experience and knowledge needed for a diverse and expanding tourism program. Because of recommendations from other tourism professionals, including those working with the Town on suggestions for the Town's tourism program, staff considered the redevelopment of the Visit Farragut website as an essential first step moving forward. The current Visit Farragut website was created on a Wix platform and is considered a "micro-site" with very limited capabilities. It was a good platform to get the tourism program started because it is relatively inexpensive. But now that the Visit Farragut program has gained traction, has a funding mechanism and has outgrown the capabilities of the Wix platform, website redevelopment is essential (and the primary need) to further expansion of the program.

A subcommittee of staff and a representative from the Tourism/Visitor Advisory Council formed a RFQ subcommittee. The RFQ subcommittee received and carefully reviewed proposals from 11 qualified firms. After our first-round evaluations the number of firms was reduced to five and each were asked to submit additional information pertaining specifically to tourism website development and SEO strategy and management. After the committee reviewed this second round, the field was narrowed to two highly qualified firms, Rhyme and Reason Design and Madden Media. Zoom interviews were then arranged with each firm to better vet the firm's qualifications, and likelihood to develop a good working relationship between the tourism/PR team and the firm. Madden Media was the unanimous recommendation from all subcommittee members.

Madden Media's impressive record in multi-media tourism management and their growth-driven strategy meet the present needs of the Visit Farragut program. Primary account manager, TJ Fletcher, is a graduate of UTK, and has family living in the East Tennessee region. It was evident throughout the process, that TJ shared his familiarity of Farragut with the Madden team members and that was reflected in their creative, clear and concise presentations. Understanding Farragut as an upscale hub destination strengthens our position within the region. Madden's team understands the need to meet the client where we are now, not discounting the value of research, they understand that by reviewing the research already completed for the Town, and implementing current technologies such as Uber Media, moving forward with a robust tourism website would create a strong foundation for further growth. The current website is extremely limited. Madden would address key factors such as the mobile first approach, optimization of the site for SEO and inclusion of clear concise tracking analytics; all of which will move us toward receiving the real time data that we currently lack about visitors and potential visitors. At the same time, Madden's tourism experience ensures that the website delivered will appeal to today's tech savvy traveler. After speaking with references at Discover Crystal River Florida and Visit Buffalo/Niagra, it was clear that Madden Media's depth of experience in the full spectrum of the tourism market has led to exponential growth in both destinations; both references also experienced valuable support and responsiveness when faced with the challenges Covid-19 brought to their destinations in 2020. Madden Media becomes a partner. A partner that does more than builds websites or creates marketing campaigns but becomes

an extension of the destination team with the expertise to move forward (if desired by the Town of Farragut), while having the ability to adapt to trends that are identified through the analytics.

The RFQ subcommittee recommends Madden Media because of the reasons mentioned above but also because other consultants were very determined to include another round of extensive research in their proposals, eating up valuable funds and time. Madden was willing to listen to the needs of the subcommittee and use the research already available to be able to move forward with a product that will help the tourism program immediately.

DISCUSSION: Attached is the scope of work proposed by Madden for this contract. It includes the foundation for a much improved internal and external user experience as the essential and primary marketing platform for Visit Farragut. Using research of the Farragut community and potential tourism market that has already been done by several other consultants, Madden's proposal for a re-developed website includes: logo and brand integration; a responsive WordPress platform (used by the majority of tourism programs based on staff research); custom theme with listings and calendar of events setup; new top-tier page content; inclusion of the Town's vast photo, video and content archives; initial search engine optimization; Google analytics and tag manager setup; and staff training. Also included in the contract is website hosting and maintenance (with 24/7 support) for the remainder of 2021. Listed below are the capabilities of the new platform:

- Keyword rich content; improved content
 - Making sure content is tailored to relevant keywords is crucial to SEO performance and making sure a website is easily found on search engines. Improved content also lends itself to better user engagement, content focused pages rather than strictly information-based pages, like a set of listings or events, promotes engagement and user interest.
- Improved navigation menu
 - Making sure the navigation menu is easy to use, focused on key topics and allows for access to the entire site ensures users don't get frustrated or confused when using a website and trying to find information relevant to them.
- Call to Action on pages
 - Creating better CTAs on pages helps promote user interaction and allows for users to better find the information they are looking for and to drive traffic to key aspects of the site.
- Mobile-first approach
 - A majority of online traffic is now done through mobile devices. Designing and developing a website from a mobile first perspective better ensures that a site is catered to mobile users, allows for ease of use and a better user experience to promote time on page and retention.
- Faster load times
 - Load times heavily affect site performance. Around 53% of mobile users will leave a site that takes more than three seconds to load, so making sure load times are optimized helps with bounce rates, as well as making sure users have a good first impression of the site.
- Searchability
 - In line with navigation, making sure that a website's search page is optimized and serves relative and important information to search terms makes sure users looking for specific content are able to quickly access and use it.
- Better use of photo video
 - Photos and visuals are key to grabbing a users attention and keeping them interested in a site once they have visited it. Imagery can help solidify a brand, create interest, as well as promote content wherever it is featured and shared.
- Avenues for UGC
 - Utilizing user generated content helps bring authenticity to a destination and connect it to real people, personalizing a site and generating more user interest.
- Tracking and Analytics
 - Proper tracking and analytics allows for the ability to monitor a site's performance, identify key performance indicators and address issues when they appear.

- SEO Optimization
 - SEO is critical during a site refresh due to changes in site structure, page names, sitemaps, and URLs. It is important for a site to be as search engine-friendly as possible, to gain as much visibility in search engines as possible.
- GDPR compliance
 - GDPR compliance ensures compliance with EU regulations related to dealing with user data and the rights associated to its usage.

The estimated timeline for this project (also included in the attached proposal) is the completion of the website redevelopment and training by the end of July.

Funding for this website development comes from the tourism budget (professional services and printing/advertising line items). Spending funds on advertising is futile if the website is not robust enough to keep our potential visitors engaged and without the ability to have essential analytics which allow for targeted market spending. Very few dollars have been used from the advertising line item this fiscal year as the majority of funds spent last fall were reimbursed by the CARES Act for tourism.

Also included in the attached proposal are recommendations for the next phase. This contract does not include this phase, the Town is not bound to move forward with those recommendations and can move the website to another host and/or consultant without losing any of the capabilities (if needed).

RECOMMENDATION BY: Sue Stuhl, Parks & Recreation Director; RFQ subcommittee of staff and representative from TVAC.

PROPOSED MOTION: Approve the contract with Madden for \$37,400 for website development and \$2,600 for post-launch hosting and maintenance for a total of \$40,000 as proposed in the attached scope of work.

MOTION BY: _____ **SECONDED BY:** _____

<u>VOTE/TOTAL</u>	<u>WILLIAMS</u>	<u>MEYER</u>	<u>PINCHOK</u>	<u>POVLIN</u>	<u>BURNETTE</u>
YES	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____



Visit Farragut

Scope of Work

Website Design & Development

January 2021



Our Promise to You

You need a trusted partner who's able to deliver the custom website development and hosting solutions to make Visit Farragut's marketing more successful, creating an up-to-date website with the latest technologies to match today's mobile-first behaviors.

Madden's plan for Visit Farragut will help you achieve your long and short-term goals:

- Boost visitor awareness to grow in-market spend and overnight visitation
- Develop a new website with improved internal and external user experience
- Engage key markets and audiences with consistent branding
- Track all results and improve both site and marketing performance over time



A Strategic Plan

Our Phase 1 recommendations:

- Create a new, custom site that delivers an amazing user experience and inspires prospective travelers

Looking ahead:

- Continuous website improvement using our Growth-Driven Website methodology
- Comprehensive omni-channel marketing that guides prospective travelers from brand awareness to booking

Let's dive into the details.



A romantic couple stands in a sun-dappled forest, their backs to the camera. The man, in a light blue shirt, has his arm around the woman's waist. The woman has long brown hair and wears a dark top. The background is a soft-focus forest with tall trees and warm sunlight filtering through the leaves.

Website Rebuild

Phase 1

Scope of Work

Purpose:

Set the foundation for an improved internal and external user experience on VisitFarragut.org as the essential and primary marketing platform for Visit Farragut.

This plan includes:

- Logo and brand integration
- Responsive WordPress website
(3-5 designed page template types)
- Custom theme for entire site
- Custom listings and calendar of events set-up
- Fresh top-tier page content
(5 blog style or 8-10 top-tier pages)
- Inclusion of client-provided content,
photo galleries, and videos
- Initial search engine optimization
- Google Analytics and Tag Manager setup
- CMS training



Website Hosting & Maintenance

Included in your Phase 1 investment is maintenance and hosting of your website at the time of launch through 2021. This ensures your website is always up-to-date with the latest WordPress updates and patches. It also allows for minor site edits from our technical team unable to be performed through normal CMS controls.

Madden partners with Platform.sh to provide fast, secure, and robust cloud-based hosting. With a reliable Platform as a Service (PAAS) hosting model we are able to offer many features:

- Dedicated and separate staging environments
- Reliability with 24/7 support
- 99.5% guaranteed uptime
- Includes HTTPS security certificate
- Fully compliant with multiple compliance frameworks, including GDPR



Proposed Timeline

Assuming a late February start, we envision our execution of your scope of work to follow the below timeline:

Phase 1:	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Onboarding: Discovery & Planning										
Content Map & Wireframe										
Content Development										
Site Design										
Site Development										
QA & Training										
Hosting & Maintenance										
Phase 2: Future Planning - Growth-Driven Website										



Website Rebuild - Phase 1

Design & Development of Website + Post Launch Maintenance & Hosting	Website Rebuild Including Site Content (5 blog style, or 8-10 main site pages)	\$37,400
	Post-Launch Hosting and Maintenance (5 months, post launch)	\$2,600
	Total	\$40,000



A group of four young adults (three women and one man) are sitting on a white blanket in a grassy park, surrounded by tall trees. They are all smiling and looking at each other, holding red plastic cups. A small, fluffy, light-brown dog is sitting in front of them. A camera and some picnic items are on the blanket. The scene is bathed in warm, golden light, suggesting late afternoon or early morning.

Website - Planning Ahead

Phase 2

Growth-Driven Website

Your marketing efforts continue to evolve and change to keep prospective visitors interested, and your website should be no different. We have adapted the tech industry's Growth-Driven methodology to fit our tourism industry clients—the destination websites we create are meant to be consistently updated using incremental changes during your rebuild and beyond.

We prioritize our tasks based on what will help you meet your strategic goals, test performance, and optimize as needed. Continued, incremental improvements to your site help it retain value, adapt to your latest initiatives, and remain relevant in the ever-changing technology landscape.

Continued content creation and SEO will also be critical to long-term site success as part of the post-launch strategy for sustainable growth and engagement.



Planning Ahead - Phase 2

Growth-Driven Website + Site Hosting and Maintenance	Growth-Driven Website - 26 bi-weekly sprints. 15 hours each sprint.	\$29,900
	Hosting and Maintenance (12 months)	\$6,240
Content Creation & Search Engine Optimization	SEO (6 hours per month)	\$11,400
	Content Creation (includes new page content, stories for site, and immersive content landing pages)	\$15,120





Madden is a
full-service destination marketing agency
on a mission to *spark imagination,*
nurture curiosity,
and *connect consumers to communities.*

Our **diverse** team develops unique,
collaborative, *creative-driven solutions* for
destinations to open minds, remove biases,
help **strengthen communities,**
and lead to a vision of a better future.



MADDEN
CONNECT PEOPLE TO PLACES

Experience • Creative • Results

REPORT TO THE BOARD OF MAYOR AND ALDERMEN

PREPARED BY: Darryl W. Smith, PE

SUBJECT: Approval of Memorandum of Agreement with Knoxville-Knox County Planning Commission for Development of Planning Reports along Interstate 40/75 in West Knox County

INTRODUCTION: The purpose of this item is approval of a memorandum of agreement (MOA) with Knoxville-Knox County Planning Commission for a planning study of Interstate 40/75 interchanges at Watt Road and Campbell Station Road.

BACKGROUND: Over the years, the Town has often made requests to the Tennessee Department of Transportation (TDOT) for consideration of improvements to the Interstate 40/75 interchange at Campbell Station Road. Improvements were made to address safety at the interchange (ramp configurations and additional signal at Campbell Station Road) in 2015, but little else has been done to improve efficiency of Campbell Station Road through the interchange. While reconstruction of the interchange has been on the radar of the Knoxville Regional Transportation Planning Organization (KRTPO) for many years, the project has yet to be identified as a major priority by TDOT. Through their consultant (WSP, Inc.), TDOT recently completed an I-40 corridor study across the state. The study identified several deficiencies with the Campbell Station and Watt Road interchanges, as well as the I-40/75 split in Loudon County. Further study is needed to clearly evaluate alternatives and cost estimates. The attached Scope of Work has been prepared after discussions with Knoxville/Knox County Planning and WSP. The scope details deliverables of the study, which can be completed by WSP as an extension of their contract with TDOT for a fee of \$245,000. Our goal is to use this study to justify our requests for State or Federal funding as those sources become available.

At this time, KRTPO Director Jeff Welch has requested \$196,000 in KRTPO planning funds as KRTPO's participation, and TDOT is prepared to contribute \$49,000, which covers the full fee of \$245,000. Welch has recommended Farragut and Knox County contribute \$25,000 each for additional study services outside the attached scope. Additional services for Farragut include a benefit/cost analysis for reconstruction of the Campbell Station interchange, while Knox County may consider analysis of possible improvements between the interchanges and Hardin Valley Road. Participation by all parties presents a united effort in pushing improvements in West Knox County and Farragut forward.

FINANCIAL SECTION:

Project: I-40/75 Corridor Study			
<u>Budget</u>		<u>Expenditures</u>	
<u>Amendment</u>	<u>Requested Amount</u>	<u>to Date</u>	<u>Available Amount</u>
\$25,000	\$25,000	\$0	\$0
Approved By: <u>A. Myers</u>			

RECOMMENDATION BY: Darryl Smith, Town Engineer

PROPOSED MOTION: Approval of Memorandum of Agreement between Farragut and the Knoxville-Knox County Planning Commission for development of planning reports along I-40/75 in West Knox County as presented.

BOARD ACTION:

MOTION BY:_____ SECONDED BY:_____

<u>VOTE/TOTAL</u>	<u>WILLIAMS</u>	<u>POVLIN</u>	<u>PINCHOK</u>	<u>MEYER</u>	<u>BURNETTE</u>
YES	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____

MEMORANDUM OF AGREEMENT

Between the Town of Farragut (Farragut) and the Knoxville-Knox County Planning Commission (Planning) for the Development of Technical Planning Reports Along I-40/75 in West Knox County

I. PURPOSE

This Memorandum of Agreement (MOA) defines services and deliverables to be provided by Planning to Town of Farragut to identify feasible solutions for issues identified at both the I-40/Watt Road interchange and the I-40/Campbell Station Road interchange. The study will also address issues at the I-40/75 Interchange and the main line of I-40/75.

II. PLANNING ASSUMPTIONS

The Tennessee Department of Transportation (TDOT) recently completed an I-40 Corridor study for the entire state of Tennessee. The Existing and Future Conditions Technical Memorandum of the I-40 Corridor Study identified the following issues in West Knox County:

I-40/I-75 Junction

- Left hand entrances and exits create significant weave issues on the I-40 mainline, which directly impacts the operations of the Watt Road interchange

Watt Road Interchange

- Close proximity of this interchange to the I-40/I-75 junction (roughly 0.6-mile distance between the two interchanges)
- Weaving movements along I-40 in both directions, in particular traffic entering I-40 westbound from the interchange which has a very short weaving distance in order to access I-75 southbound
- Heavy truck traffic within this area due to truck-oriented services and facilities located at the interchange
- Current topography of the mainline which makes it difficult for traffic to achieve posted speed limit

Campbell Station Road Interchange

- Geometric deficiencies/sight distance limitations
- Capacity concerns along Campbell Station Road, in particular the section that passes underneath the I-40 bridge, and entrance and exit ramps
- Difficulty in developing additional lanes to meet capacity needs along adjacent sections of Campbell Station Road due to the physical constraints of the section passing under I-40

III. RESPONSIBILITIES

Planning

- A. Planning will serve as the lead local agency coordinating the work of the consulting firm, WSP, which has been retained by TDOT to conduct this Technical Analysis.
- B. Planning will provide GIS and travel demand modeling data to facilitate this technical analysis.
- C. Attachment A is the Scope of Work that will guide this technical analysis.
- D. Upon completion of the technical analysis, Planning and WSP will conduct a benefit/cost analysis for the I-40/75/Campbell Station Road interchange.

Town of Farragut

- A. Farragut will participate in the planning process and technical analysis of this effort.
- B. Farragut will provide appropriate traffic and crash data for the study area. Farragut will also provide any roadway design plans as are available.

IV. AGREEMENT TERMS

- A. Farragut shall compensate Planning in an amount of \$25,000.
- B. This MOA shall expire on December 31, 2021.

V. SIGNATORIES

The following signatory parties hereby agree to comply with the provisions and terms of the MOA.

Ron Williams, Mayor

Town of Farragut

DATE

Amy Brooks, Interim Executive Director

Knoxville-Knox County Planning

DATE

Scope of Work

Development of Technical Planning Reports for Interchange Improvements

Watt Road at I-40/75

Campbell Station Road at I-40/75

BACKGROUND

Through the analysis conducted as part of TDOT's I-40/81 Multimodal Corridor Study, it has been determined that the Watt Road (Exit 369) and Campbell Station Road (Exit 373) interchanges along I-40 in Region 1 are deficient from an operational, capacity, and safety perspective. The proposed scope of work below is an extension of the ongoing efforts and work associated with the I-40/81 Corridor Study and will further evaluate the issues associated with these two interchanges. The analysis will produce a technical report for each interchange for Watt Road and Campbell Station Road.

The Existing and Future Conditions Technical Memorandum of the I-40/81 Corridor Study identified the following issues in this vicinity:

I-40/I-75 Junction

- Left hand entrances and exits create significant weave issues on the I-40 mainline, which directly impacts the operations of the Watt Road interchange

Watt Road Interchange

- Close proximity of this interchange to the I-40/I-75 junction (roughly 0.6-mile distance between the two interchanges)
- Weaving movements along I-40 in both directions, in particular traffic entering I-40 westbound from the interchange which has a very short weaving distance in order to access I-75 southbound
- Heavy truck traffic within this area due to truck-oriented services and facilities located at the interchange
- Current topography of the mainline which makes it difficult for traffic to achieve posted speed limit

Campbell Station Road Interchange

- Geometric deficiencies/sight distance limitations
- Capacity concerns along Campbell Station Road, in particular the section that passes underneath the I-40 bridge, and entrance and exit ramps
- Difficulty in developing additional lanes to meet capacity needs along adjacent sections of Campbell Station Road due to the physical constraints of the section passing under I-40

Per request from TDOT and the Knoxville Regional Transportation Planning Organization (TPO), the scope of work detailed below highlights tasks required to identify feasible solutions for issues identified at both the I-40/Watt Road interchange and the I-40/Campbell Station Road interchange. The work is an extension of the I-40/81 Corridor Study, managed by the Long Range Planning Division (LRPD), but will also require participation and oversight from the Department's Strategic Transportation Investments Division (STID). WSP will closely collaborate with LRPD and STID staff to align all steps, processes, and resulting documentation with Federal regulations and TDOT requirements and develop the work in coordination with the Knoxville Regional TPO.

As noted, the I-40/I-75 junction is less than a mile from the Watt Road interchange which is being studied as part of this scope. As also noted, the system interchange has deficiencies identified by analysis conducted through the Existing and Future Conditions Technical Memorandum for the I-40/81

Scope of Work

Development of Technical Planning Reports for Interchange Improvements

Watt Road at I-40/75

Campbell Station Road at I-40/75

Corridor Study. TDOT may already be developing improvement concepts as part of the IMPROVE Act project to widen I-75 from SR 323 to the I-40/75 junction; if so, any information from that work will be incorporated in the Watt Road interchange analysis. If not, the analysis of the junction will be considered in this scope of work since it directly influences operations at the Watt Road interchange.

Task 1: Project Management and Administration

- a. General project management which includes client coordination, invoicing, project tracking, project progress reports, and quality assurance

Deliverables: Invoicing and progress reports

Task 2: Data Collection and Review (Due to the influence of the COVID-19 pandemic on travel patterns, WSP will closely coordinate with STID to determine the best approach for developing traffic volumes.)

- a. Coordinate with TDOT STID Traffic Forecast Office to acquire appropriate traffic volume information for base year (2025), design year (2045) and obtain the most recent transportation demand model data and growth rates for the study area
- b. Acquire previous studies for the Campbell Station Road interchange, the Hardin Valley Mobility Study, and other applicable transportation studies, roadway and bridge plans, and signal timing and phasing information for adjacent intersections
- c. Identify potential environmentally sensitive areas (such as historic, archaeological, and/or ecological considerations)¹
- d. Conduct one (1) site visit with stakeholders² to perform field inventory of existing conditions

Deliverables: No deliverables

Task 3: Evaluation and Conceptual Mapping

- a. Develop single line sketches of proposed alternatives for the Watt Road and Campbell Station Road interchanges. Alternatives included in the technical report will be overlaid on aerial photographs and will include the following elements:
 - a. single line diagram of the ramps/freeways/streets
 - b. road names
 - c. number of lanes
 - d. signal locations
 - e. level of service
 - f. bridges
- b. Proposed alternatives will be developed with consideration of the adjacent interchanges on I-40
- c. Up to three (3) alternatives for each interchange will be developed and further evaluated. Additionally, the Watt Road interchange will impact the I-40/75 service interchange and may create the need for a phased or tier approach.
- e. Planning level cost estimates will be developed for each alternative using the most current cost estimation tool developed by STID

Deliverables: Conceptual alternatives and high-level cost estimates

¹ No environmental technical studies will be a part of this scope of work.

² Proposed stakeholders include staff from TDOT's Long Range Planning Division and STID, as well as the Knoxville Regional TPO.

Scope of Work

Development of Technical Planning Reports for Interchange Improvements

Watt Road at I-40/75

Campbell Station Road at I-40/75

Task 4: Traffic Analysis

This task will overlap with Task 3, as these tasks will need to be performed simultaneously in order to obtain the proper results.

- a. Building upon the capacity and operational analysis work already completed through the I-40/81 Corridor Study, complete an operational analysis of the Watt Road and Campbell Station interchanges, impact to adjacent interchanges, I-40 mainline, adjacent intersections, and proposed alternatives using Trafficware Synchro (for unsignalized and signalized intersections) and McTrans Highway Capacity Software (HCS) (for basic freeway segments, ramp segments, weaving segments, ramp junctions) for the base year (2025) and design year (2045).³
- b. Functionality and safety of each interchange, adjacent road intersections, and street network will be assessed
- c. Traffic analysis will be performed on up to three (3) alternatives per study interchange
- d. Operational impacts of the existing weigh station along I-40 will be included in the analysis of the Campbell Station Road interchange.

Deliverables: No deliverables

Task 5: Stakeholder Coordination

- a. Meetings with TDOT, Knoxville Regional TPO, and other governmental entities or stakeholders including:
 - a. Project kick-off meeting
 - b. Up to three (3) working meetings with TDOT STID
 - c. Two (2) progress meetings with stakeholders

Deliverables: Agenda, presentation materials, and meeting minutes

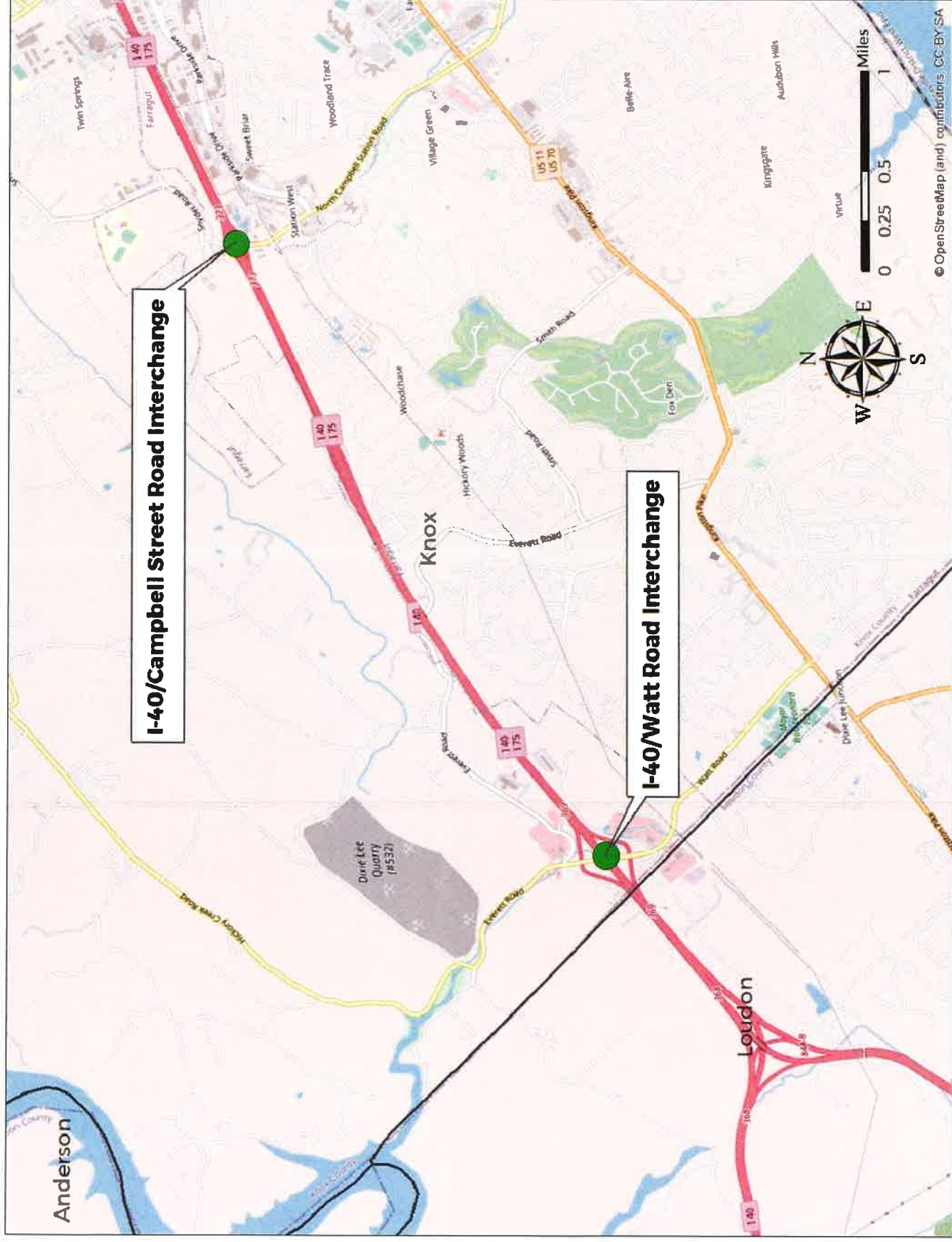
Task 6: Draft Technical Report

- a. Draft technical report for each interchange which will include the following:
 - Purpose and need of the study, including relationship to other transportation plans and programs
 - Location and description of area
 - Preliminary planning data, existing and future land use, traffic served
 - Discussion of existing network, existing network improvements (TSMs if possible)
 - Discussion of proposed alternatives
 - Multi-modal considerations
 - Traffic analysis (existing and future traffic)
 - Summary of findings and conclusions
 - Discussion of environmental concerns
 - Single line diagrams of alternatives on aerial photographs
 - Planning level cost estimates
 - Traffic volume reports for existing conditions and proposed modifications

Deliverables: Draft technical planning report for interchange improvements (1 per study interchange)

³ VISSIM may be utilized to develop a microsimulation model.

Scope of Work
Development of Technical Planning Reports for Interchange Improvements
Watt Road at I-40/75
Campbell Station Road at I-40/75



REPORT TO THE BOARD OF MAYOR AND ALDERMEN

PREPARED BY: Mark Shipley, Community Development Director

SUBJECT: Resolution 21-03, a resolution to accept public streets and street names located within the Town of Farragut

INTRODUCTION AND BACKGROUND: As part of the preliminary plat approval process provided for in the Subdivision Regulations, the Planning Commission approves new roads for construction. Upon completion of the road construction and all other associated improvements, the Planning Commission approves the final plat. The final plat is then recorded at the Knox County Register of Deeds Office. The approval and recording of the final plat, however, does not constitute a formal acceptance of the streets as public. Consistent with provisions in the Tennessee Code Annotated, in order for the streets to become public streets, the Board of Mayor and Aldermen must formally accept the streets.

DISCUSSION: The street acceptance list is presented periodically so that newer streets that have not been formally accepted and are in a condition for acceptance may be presented to the Board of Mayor and Aldermen. The frequency of updating the street list is dependent on development and the number of new streets added in the Town. The last time a resolution was presented to the Board of Mayor and Aldermen for accepting public streets and street names was November 8, 2012.

Included with this agenda item is Resolution 21-03 which contains a list of existing public streets or street sections that have already been accepted (shown in black) and new streets or streets with new sections (shown in red) that are proposed for acceptance. Please note that where a dimension is provided in parentheses adjacent to a street name, only that length of the street has either been accepted in a previous street acceptance resolution and shown in black or is proposed to be accepted at this time and shown in red. The reason for this is that some streets are constructed in sections or phases and there are newer and older sections of the same street.

In terms of the streets and street sections included in Resolution 21-03, the engineering staff has determined that they are in a physical condition for acceptance. Staff has also verified that the streets proposed for acceptance are consistent with how they are spelled on the recorded plat.

RECOMMENDATION: Community Development Director, Mark Shipley, and Town Engineer, Darryl Smith, recommend approval of Resolution 21-03.

PROPOSED MOTION: To approve Resolution 21-03.

BOARD ACTION:

MOTION BY: _____ **SECONDED BY:** _____

<u>VOTE/TOTAL</u>	<u>WILLIAMS</u>	<u>MEYER</u>	<u>PINCHOK</u>	<u>POVLIN</u>	<u>BURNETTE</u>
YES	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____

TOWN OF FARRAGUT

RESOLUTION 21-03

ACCEPTANCE OF PUBLIC STREETS AND STREET NAMES LOCATED WITHIN THE TOWN OF FARRAGUT

WHEREAS, the Farragut Board of Mayor and Aldermen, as the representative owner of public streets within the Town of Farragut, wishes to accept the attached list of streets as public streets and establish the listed street names as the official street names within the Town of Farragut; and

WHEREAS, the Tennessee Code Annotated, Section 13-4-305, states that the approval of a subdivision plat by the Planning Commission does not constitute an acceptance by the municipality of the dedication of any street;

NOW, THEREFORE, BE IT RESOLVED by the Farragut Board of Mayor and Aldermen, that the attached list of streets is hereby accepted as public streets.

ADOPTED this 25th day of February 2021.

Ron Williams, Mayor

Allison Myers, Town Recorder

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

STREET LISTINGS BY SUBDIVISION

<u>SUBDIVISION</u>	<u>STREET NAME</u>
Altamira	Altamira Drive
Andover Place	Andover Boulevard Ansley Court Ashton Court, East Ashton Court, West Brighton Court Lindenhall Circle Southwick Circle
Audubon Hills	Bobolink Road Bunting Drive Finch Road Junco Lane
Baldwin Park	Bouldercrest Lane Burney Circle
Belleaire	Belleaire Drive Crestview Road Mountain View Road Vista Trail
Berkeley Park (including the Battery)	Belle Grove Road Cotton Blossom Lane McKinley Pointe Lane Prince George Parish Drive
Brass Lantern	Brass Lantern Lane
Briarstone	Briarstone Lane Dunlin Lane
Bridgemore	Barnsley Road Bridgemore Boulevard Brookwater Drive Farmgate Lane Hammock Lane Highwick Circle Larksong Drive Limerick Lane

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

SUBDIVISION

STREET NAME

Long Grove Road

Porchfield Lane

Waterslea Lane

Bridgewater

Barharbor Way

Blue Herron Road

Hatteras Drive

Lake Breeze Road

Nautical Drive

Noce Drive

Sundancer Road

Windlass Road

Brixworth

Abners Ridge Drive

Bayshore Road

Breezeway Drive

Bridgeport Drive

Brixworth Boulevard

Brookstone Drive

Cabot Drive

Farmhouse Drive

Lake Vista Lane

McGuffey's Drive

Willingham Drive

Camden Grove

Camdenbridge Drive

Wexton Lane

Chapel Glen

Autumn Glade Lane

Chapel Glen Lane

Glen Crest Road

Grigsby Loop Circle

Chapel Grove

Chapel Grove Lane

Chapel Point

Chapel Point Lane

Clarity Pointe

Clarity Pointe Lane

Concord Hills

Calloway View Drive

Commodore Lane

Crosswind Drive

Crown Point Drive

Cutlass Road

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

SUBDIVISION

STREET NAME

Ensign Lane
Farragut Hills Boulevard
Ferret Road
Flotilla Drive
Hampton Roads Drive
Lookout Point
Merrimac Drive
Midshipman Lane
Monitor Lane
Moser Lane
Pleasant Forest Drive
Schooner Lane
Windward Drive

Concord Landing

Landing Lane

Cool Springs

Cool Springs Boulevard

Cool Springs Estates

Spring Water Lane

Cottage Creek

Cottage Creek Lane

Cottages at Pryse Farm

Pryse Farm Boulevard

Country Manor

Axton Drive
Bermuda Drive
Burgess Drive
Clover Fork Drive
Dixie View Road

Cove at Turkey Creek

Fords Cove Lane
Matthews Cove Lane
Turkey Cove Lane

Derby Chase

Derby Chase Boulevard
Shadowfax Road

Farm at Willow Creek

Cottage Stone Boulevard
Ivy Lakes Drive
Lone Willow Drive
Stone Villa Lane

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

<u>SUBDIVISION</u>	<u>STREET NAME</u>
Farragut Crossing	Battery Hill Circle
	Battle Front Trail
	Burnside Place
	Farragut Crossing Drive
	Federal Boulevard
	Longstreet Place
	Rebel Pass
	Union Camp Lane
Farragut View	Admiral Road
	Sonja Drive
Fort West	Broken Saddle Road
	Fort West Drive
	Lawton Boulevard
	Long Bow Road
	Red Canyon Road
	Sundown Road
	Todwick Lane
Fox Den	Aronimink Point
	Augusta National Way
	Baltusrol Road
	Broadmoor Point
	Brookline Point
	Carnoustie Point
	Champions Point
	Congressional Point
	Crippled Mule Point
	Dominick Point
	Doral Point
	Firestone Point
	Fox Den Boulevard
	Fox Den Drive, East
	Fox Den Drive, North
	Fox Den Drive, South
	Hound Ears Point
	Inverness Point
	Llanerch Point
	Lost Tree Lane
	Oakland Hills Point
	Oakmont Circle
	Olympic Drive
	Pebble Beach Point

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

SUBDIVISION

STREET NAME

Royal Birkdale Road
Scioto Point
Singing Hills Point
St. Andrews Drive
Torrey Pines Point
Valencia Point
Winged Foot Point

Fox Run

Ackley Circle
Brochardt Boulevard
Buttonwood Lane
Comblain Road
Fiser Lane
Fox Dale Lane
Geyser Lane
Golden Fox Lane
High Forest Lane
Hunting Fox Lane
Jarmann Road
Lebel Road
Mauser Point
Norden Drive
Pepperwood Lane
Sauer Point
Serenity Lane
Sparta Lane
Stahl Drive
Trowbridge Lane
Vancurry Lane
Werndl Drive
Whispering Hills Lane

Glen Abbey

English Station Road
Fincastle Lane
Glen Abbey Boulevard
Kimball Lane
MacArthur Lane
Medallion Lane
Port Charles Lane
San Martin Lane

Hanover Court

Castle Downs Lane
Hampshire Bay Lane

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

SUBDIVISION

Hickory Woods

STREET NAME

Creekwood Terrace
Hickory Woods Road
Laurel Valley Road
Leatherwood Lane
Mountain Breeze Lane
Rolling Creek Road
Valley Brook Drive
Valley Trail

Holly Oaks

Crystal Brook Lane
Deanwood Lane
Jeffrey Lane

Individual (Non-Subdivision) Streets

Allen Kirby
Boring Lane
Boring Road
Boyd Station Road
Brooklawn Street
Campbell Lakes Drive
Campbell Station Road, N.
Campbell Station Road, S.
Cavette Hill Lane
Coach Road
Concord Road
Dixon Road
Evans Road
Everett Road
Fleenor Road
Fretz Road
Grigsby Chapel Road
Harrison Road
Herron Road
Hobbs Road, N.
Hobbs Road, S.
Kingston Pike
Lakesedge Drive
Lindsey Lane
Loop Road
McFee Road
Municipal Center Drive
Old Stage Road
Outlet Drive
Parkside Drive
Red Mill Lane

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

SUBDIVISION

STREET NAME

Smith Road
Snyder Road
Station West Drive
Turkey Creek Road
Union Road
Virtue Road
Watt Road, N.
Watt Road, S.
West End Avenue
West Point Drive

Inverness

Cassidy Lane
Hawkstowe Lane
Hidden Grove Road
Lake Heather Road
Loblolly Lane
Spring Branch Lane
Woodcliff Drive

Kingsgate

Augustan Lane
Bantry Lane
Barbara Lane
Berwick Lane
Byron Lane
Carlyle Road
Cross Bridge Circle
Dryden Lane
Foxford Drive
Grinstead Road
Harrow Road
Keats Lane
Kingsgate Road, East
Kingsgate Road, West
Lake Mill Lane
Midhurst Drive
Newgate Drive
Peterson Road
Royal Way Lane

Lake Haven Park

Lake Haven Road
Lake Park Circle

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

<u>SUBDIVISION</u>	<u>STREET NAME</u>
Linda Heights	Cedar Ridge Drive Chaho Road Corto Lane Geronimo Road
McFee Manor	Carriage Station Lane Manor Station Lane Providence Glen Lane
Mckinley Station	Eisenhower Street
Oakley Downs	Oakley Downs Road Sunview Circle
Old Stage Hills	Butterfield Lane Deadwood Road Pony Express Drive Spur Road Wagon Wheel Circle Way Station Trail Wells Fargo Drive
Orchid Grove	Elmore Lane [112 feet] Lady Slipper Lane
Park Place	Colonial Ridge Lane Ivy Gate Lane Park Place Boulevard
Powell Acres	Ida Hertzler Lane
Prestwick Place	O'Connell Drive St. John Court
Ramsgate	Applegate Lane
Reserve of Farragut	Johnsons Corner Road Orchard Crossing Lane
Ridgeland	Forest Ridge Circle Hickory Trail Richwood Lane Ridgeland Drive Walden View Lane

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

<u>SUBDIVISION</u>	<u>STREET NAME</u>
Rockwell Farm	Autry Ridge Lane Heathland Drive Laurel Brooke Lane Meadow Pointe Lane Morgan Path Lane Pine Meadows Lane Quail Pointe Road Rockwell Farm Lane Willowcrest Lane
Saddle Ridge	Big Horn Lane Big Oak Lane Buckley Road Buckmill Lane Greeley Lane High Oak Road Key Hole Lane Lamesa Lane Lodgepole Lane Long Ridge Road Oak Landing Lane Paladin Lane Pecos Road [890 feet has already been accepted] Saddle Ridge Drive Shady Ridge Lane Treyburn Drive
Sailview	Anchor Court Sailview Road Spinnaker Road
Sedgefield	Mapletree Drive Pear Leaf Circle Pin Oak Circle Sedgefield Road Sweetgum Drive Sycamore Circle
Sheffield	Inglecrest Lane Jasper Lane Lake Hurst Lane Raeburn Lane Shirecliffe Lane

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

SUBDIVISION

STREET NAME

Thornbush Lane

Witherspoon Lane

Shiloh

Confederacy Circle

Siena

Siena Lane

Smithfield

Avallon Place

Heathermoor Drive

Kittredge Court

Split Rail Farm

Daisy Field Lane

English Laurel Lane

Green Mountain Drive

Split Rail Lane

Stone House Lane

St. Charles Place

St. Charles Lane

Steeplechase

Celebration Road

Rodeo Drive

Triple Crown Boulevard

Stonecrest

Destin Circle

Dineen Drive

Dundee Road

Duzane Drive

Hidden Creek Circle

Highstone Lane

Newport Road

Oran Road

Wardley Road

Sugarwood

Aspenwood Drive

Bigtree Drive

Broadwood Drive

Buroak Circle

Butternut Circle

Butternut Lane

Candlenut Lane

Fruitwood Lane

Loganberry Lane

Nutwood Circle

Sugarwood Drive

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

SUBDIVISION

STREET NAME

Summer Oaks

Cashmere Lane
Renaissance Lane

Sweet Briar

Bancroft Lane
Briar Gate Lane
Gates Mill Drive
Glen Iris Lane
Glen Willow Drive
Ivy Chase Lane
Lark Meadow Drive
Woodedge Lane
Woodrose Court

Thornton Heights

Farr Drive
Hughlan Drive
Loudoun Road
Roane Drive
Thornton Drive
Towne Road

Townhomes at Wentworth

Willow Ridge Lane

Turkey Creek Harbor

Anchorage Circle

Turkey Creek Woods

Autumn Leaves Lane
Banbury Road
Black Powder Drive
Golden Harvest Road
Turkey Shoot Drive

Village Green

Beacontree Lane
Bellfield Road
Boundary Lane
Briar Creek Drive
Chancellors Lane
Chowning Drive
Corby Lane
Crofton Lane
Dominion Circle
Four Seasons Lane
Georgetowne Drive
Governors Lane
Grammar Lane
Hearthside Road

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

SUBDIVISION

STREET NAME

Heritage Drive, East
Heritage Drive, West
Jamestowne Boulevard
Monticello Drive, North
Monticello Drive, South
Nassau Drive
Old Colony Parkway
Old Tavern Circle
Packard Lane
Presidents Drive
Russfield Drive
Russgate Boulevard
Turtle Creek Drive
Village Green Parkway
Weathervane Drive
Williamsburg Drive, North
Williamsburg Drive, South

Villages at Ivey Farms

Goldheart Road
Ivey Farms Road
Needlepoint Drive

Vista

Stone Vista Lane
Vista Brook Lane

Weatherly Hills

Blackstone Drive
Weatherly Hills Boulevard

Wentworth

Byfield Court
Dunheith Drive
Gwinhurst Road
Sandringham Court
Somersworth Drive
Torrington Court
Willow Hill Court
Windham Hill Road

Woodchase I

Baytree Court
Cedar Bark Court
Heatherwood Court
Woodchase Drive

Woodchase II

Fox Chase Circle, West
Woodchase Road, West

TOWN OF FARRAGUT - RESOLUTION 21-03
STREETS ACCEPTED AS PUBLIC STREETS (NEW STREETS IN RED)

SUBDIVISION

STREET NAME

Woodsmoke Circle

Woodland Trace

Glenstone Court

Timberhill Court

Woodland Trace Drive

Wyndham Hall

Benwick Lane

Channing Lane

Wyndham Hall Lane

REPORT TO THE BOARD OF MAYOR AND ALDERMEN

PREPARED BY: Mark Shipley, Community Development Director and Bart Hose, Assistant Community Development Director

SUBJECT: Ordinance 21-04, an Ordinance on second reading to rezone the property situated around the eastern intersection of McFee Road and Boyd Station Road, Parcels 50, 50.01, 54.01, and 9.01, Tax Map 162, 12611 Boyd Station Road, from General Single-Family Residential (R-2) to Open Space Mixed Residential Overlay (R-1/OSMR), 131.25 Acres (OBO Homestead Land Holdings, Applicant)

INTRODUCTION AND BACKGROUND: This rezoning involves four separate tracts totaling 131.25 acres. The property stretches from McFee Road to Virtue Road and includes approximately 3000 linear feet of frontage along Boyd Station Road. The property also has access to McFee Road located at the southernmost traffic circle and via a small strip of land south of the circle, and to Virtue Road via the easternmost lot in question and a narrow strip of land (see Exhibit 1).

DISCUSSION: As discussed with the Planning Commission, the property in question is currently agricultural and open in nature. The easternmost lot is a narrow, tree covered vacant/open-space area, that is impacted by a transmission line easement and has limited frontage on Virtue Rd. The overall site also appears to contain several potential sinkhole areas that could impact development.

Existing land use in the area immediately around the property is largely low density residential in nature with a mix of open areas, larger residential lots and tracts, and a few public/semi-public uses. The existing Pryse Farm development is an exception to this pattern and is located immediately to the northwest of the subject property. This development can be characterized as a lower density primarily attached single-family residential development (roughly 2.17 units per acre). The surrounding area is also experiencing development pressure. Two single-family subdivisions are under development or under review within the Town. This includes the Brass Lantern development and the Meadows on McFee development. Additional development also continues to occur south of the Town in the Choto area of Knox County (see Exhibit 2).

As noted above, the property has considerable frontage along Boyd Station Road and additional usable access to McFee Road. Access to Virtue Road is limited and likely only suitable for a pedestrian/bicycle trail connection point. McFee Road is classified as a Minor Arterial on the Town's Major Road Plan. Boyd Station Road is classified as a Major Collector and does not currently meet the Town's minimum improvement standards for a roadway of this classification. As such, it would need to be improved to the adopted complete streets cross-section in conjunction with any significant development of the property. Adequate utility services would also need to be provided to support any proposed development and existing utility mains are present in the surrounding area.

The property in question is currently zoned General Single-Family Residential (R-2) and the applicant is requesting Open Space Mixed Residential Overlay (R-1/OSMR). The Town's Future Land Use Map identifies the area for Open Space Cluster Residential type development. The proposed zoning (R-1/OSMR) would be consistent with this land use designation. The mixed residential aspect of the requested zoning would also be consistent with the Pryse Farm development which is similarly zoned and may allow the owner/developer more flexibility in dealing with potential sinkholes and other design considerations. The mixed residential designation is, however, somewhat less consistent with the existing large lot single-family development that adjoins the property in several locations, and a recent rezoning application for OSMR on the west side of

McFee Road was not approved. Given the size of the property in question, careful design could create separation and buffers between these existing homesites and any new mixed residential development (see Exhibits 3 & 4).

Finally, it should be noted that the property in question is currently divided into four lots/tracts. Two of these lots do not meet the 5-acre minimum area threshold for OSMR zoning and will need to be combined with the other tracts. This includes a smaller lot that adjoins the traffic circle on McFee Road and the narrow tract at the eastern end of the property that adjoins Virtue Road. These lots also provide important transportation access points for the future development of the general area. Any rezoning action should be made contingent upon these lots being formally combined with the larger tracts.

RECOMMENDATION: When this rezoning was presented to the Planning Commission in January for a vote, the applicant provided the Commission with a layout showing a hypothetical development based on the zoning requested. A copy of this layout is included in the packet and is referenced as Exhibit 5. Commissioners agreed that, given the size of the property and the presence of possible sinkholes, a transmission line, and a substation abutting a portion of the property, having a mix of attached with detached would complement the property and help promote greater housing choice consistent with the Comprehensive Land Use Plan. Commissioners, however, expressed a desire to limit the number of attached units given the largely rural character of much of the surrounding area. Based on the requested zoning, the property could include up to 286 dwelling units. After some deliberation, Commissioners unanimously recommended approval of Ordinance 21-04 subject to the following conditions:

1. That, to encourage a variety of housing consistent with the Comprehensive Land Use Plan, up to 100 of the total number of permitted dwelling units could be attached with locations to be determined as part of the concept plan review process required in the Subdivision Regulations, and
2. That, prior to second reading of Ordinance 21-04, the four lots associated with the rezoning must be combined through a plat to be approved by the Planning Commission.

As part of the discussion on first reading involving Ordinance 21-04, the Board of Mayor and Aldermen initially moved to approve Ordinance 21-04, subject to the conditions recommended by the Planning Commission. After additional discussion, a concern was expressed regarding the timing of the second reading in relation to the ability of the applicant to complete and obtain approval for a plat that would combine the four lots in question. An amended motion was made to retain the Planning Commission's condition of combining the four lots but that, rather than tying this to second reading, stipulating as a modified condition that the rezoning would not take effect until such time as the four lots involved in Ordinance 21-04 were combined in a plat approved by the Planning Commission and recorded at the Register of Deeds. The Town Attorney would be consulted regarding whether any legal document would need to be developed to execute this condition.

PROPOSED MOTION: To approve Ordinance 21-04 on second reading subject to the following conditions:

1. That, to encourage a variety of housing consistent with the Comprehensive Land Use Plan, up to 100 of the total number of permitted dwelling units could be attached with locations to be determined as part of the concept plan review process required in the Subdivision Regulations, and
2. That approval of Ordinance 21-04 shall not become effective until the four lots associated with the rezoning are combined through a plat to be approved by the approved by the Planning Commission and recorded at the Register of Deeds. The Town Attorney would be consulted regarding whether any legal document would need to be developed to execute this condition.

BOARD ACTION:

MOTION BY: _____ **SECONDED BY:** _____

<u>VOTE/TOTAL</u>	<u>WILLIAMS</u>	<u>MEYER</u>	<u>PINCHOK</u>	<u>POVLIN</u>	<u>BURNETTE</u>
YES	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____

RESOLUTION PC-21-01

FARRAGUT MUNICIPAL PLANNING COMMISSION

A RESOLUTION TO APPROVE AN AMENDMENT TO THE FARRAGUT ZONING MAP, ORDINANCE 86-16, TO RECOMMEND THE APPROVAL OF THE REZONING OF PARCELS 50, 50.01, 54.01, 9.01, TAX MAP 162, SAID PROPERTIES BEING LOCATED ALONG BOYD STATION ROAD, MCFEE ROAD, AND VIRTUE ROAD, FROM GENERAL SINGLE-FAMILY RESIDENTIAL (R-2) TO OPEN SPACE MIXED RESIDENTIAL OVERLAY (R-1/OSMR)

WHEREAS, the Tennessee Code Annotated, Section 13-4-201et seq, provides that the Municipal Planning Commission shall make and adopt a general plan for the physical development of the municipality; and

WHEREAS, the Farragut Municipal Planning Commission has adopted various elements of a zoning plan as an element of the general plan for physical development; and

WHEREAS, a public hearing was held on this request on January 21, 2021;

NOW, THEREFORE, BE IT RESOLVED that the Farragut Municipal Planning Commission hereby recommends approval of Ordinance 21-04 to the Farragut Board of Mayor and Aldermen, an ordinance amending the Farragut Zoning Ordinance and Map, Ordinance 86-16, by rezoning the above noted property.

ADOPTED this 21th day of January 2021.

Rita Holladay, Chairman

Scott Russ, Secretary

ORDINANCE:	21-04
PREPARED BY:	Hose/Shipley
REQUESTED BY:	Town of Farragut
CERTIFIED BY FMPC:	January 21, 2021
PUBLIC HEARING:	_____
PUBLISHED IN:	_____
DATE:	_____
1ST READING:	_____
2ND READING:	_____
PUBLISHED IN:	_____
DATE:	_____

AN ORDINANCE AMENDING THE ZONING ORDINANCE OF THE TOWN OF FARRAGUT, TENNESSEE, ORDINANCE 86-16, AS AMENDED, PURSUANT TO SECTION 13-4-201, TENNESSEE CODE ANNOTATED.

BE IT ORDAINED by the Board of Mayor and Aldermen of the Town of Farragut, Tennessee, that the Farragut Zoning Ordinance, Ordinance 86-16, as amended, is hereby amended as follows:

SECTION 1.

The Farragut Zoning Ordinance, Ordinance 86-16, as amended, is hereby amended by rezoning Parcels 50, 50.01, 54.01, and 9.01, Tax Map 162, said property being located along Boyd Station Road, McFee Road, and Virtue Road and including approximately 131.25 acres, from General Single-Family Residential (R-2) to Open Space Mixed Residential Overlay (R-1/OSMR) (See Exhibit A).

SECTION 2.

This ordinance shall take effect from and after its final passage and publication, the public welfare requiring it.

Ron Williams, Mayor

Allison Myers, Town Recorder

Certified to the Farragut Board of Mayor and Aldermen this _____ day of _____, 2021,
with approval recommended by the Farragut Municipal Planning Commission (FMPC).

Rita Holladay, Chairman

Scott Russ, Secretary



Exhibit A
Ordinance 21-04

Rezone
Parcel 50, 50.01, 54.01, 9.01
Tax Map 162

Legend

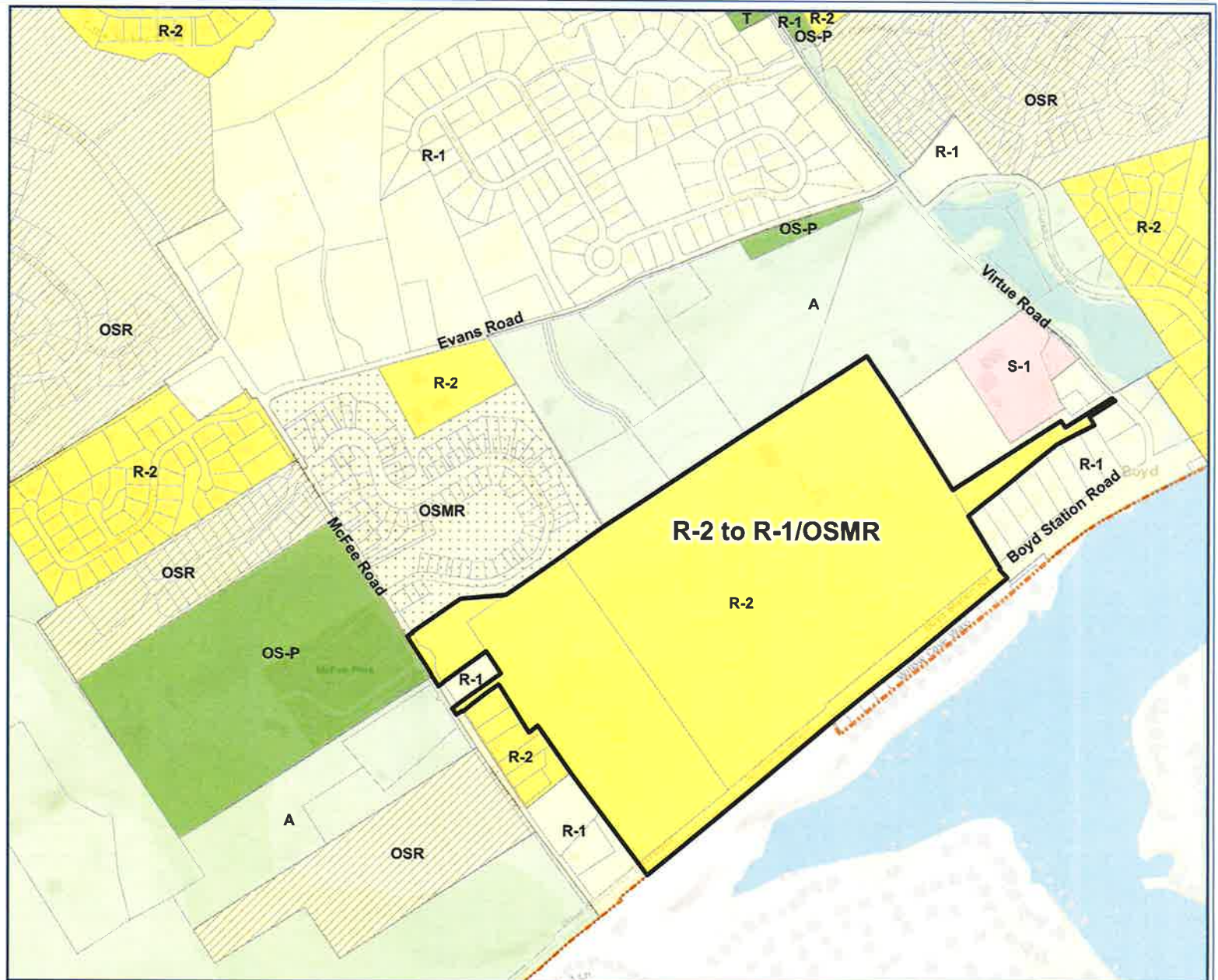
-  Proposed Rezoning Area
-  Parcels
-  A, Agricultural
-  OS-P, Open Space/Park
-  S-1, Community Service
-  R-1, Rural Single-Family Residential
-  R-2, General Single-Family Residential
-  R-1/OSR, Open Space Residential Overlay
-  R-1/OSMR, Open Space Mixed Residential Overlay
-  Telecommunication Tower Overlay Zone
-  Town of Farragut Boundary



CONTACTS:

GIS:
Carrie Smith
carrie.smith@accon.com

1 inch = 600 feet
Map Prepared: 1/14/2021



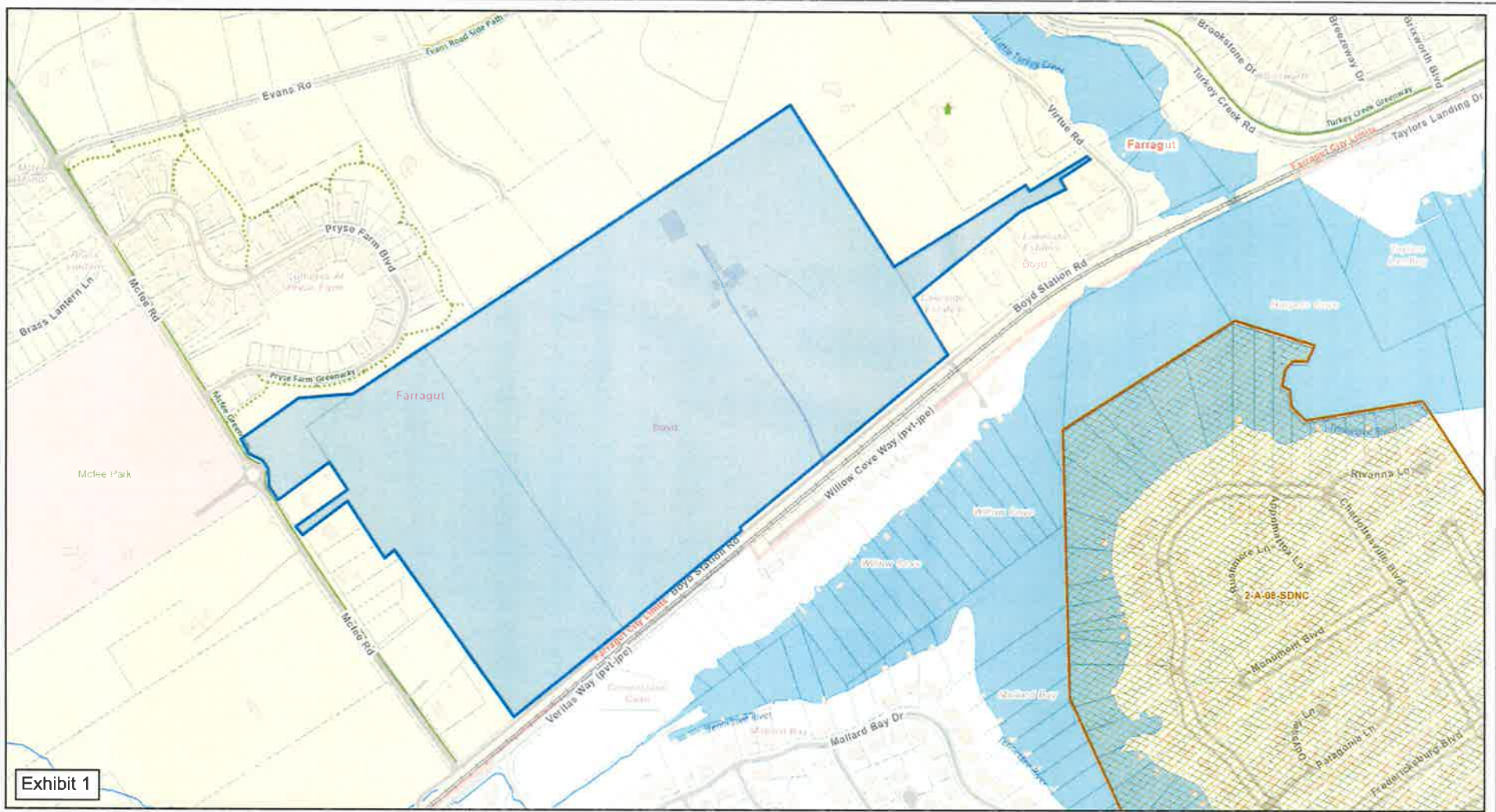


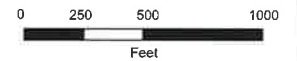
Exhibit 1



Proposed Rezoning Area

R-2 to R-1/OSMR

Parcels 50, 50.01, 54.01, 9.01; Tax Map 162



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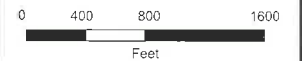
Exhibit 2



Proposed Rezoning Area & Surrounding Development

R-2 to R-1/OSMR

Parcels 50, 50.01, 54.01, 9.01; Tax Map 162



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Exhibit 3
Proposed Rezoning Area

R-2 to R-1/OSMR
Parcels 50, 50.01, 54.01, 9.01
Tax Map 162

Legend

-  Proposed Rezoning Area
-  Parcels
-  A, Agricultural
-  OS-P, Open Space/Park
-  S-1, Community Service
-  R-1, Rural Single-Family Residential
-  R-2, General Single-Family Residential
-  R-1/OSR, Open Space Residential Overlay
-  R-1/OSMR, Open Space Mixed Residential Overlay
-  Telecommunication Tower Overlay Zone
-  Town of Farragut Boundary



0 300 600 1,200
SCALE IN FEET

CONTACTS:

GIS:
Carrie Smith
carrie.smith@acorn.com

1 inch = 600 feet
Map Prepared: 11/12/2020

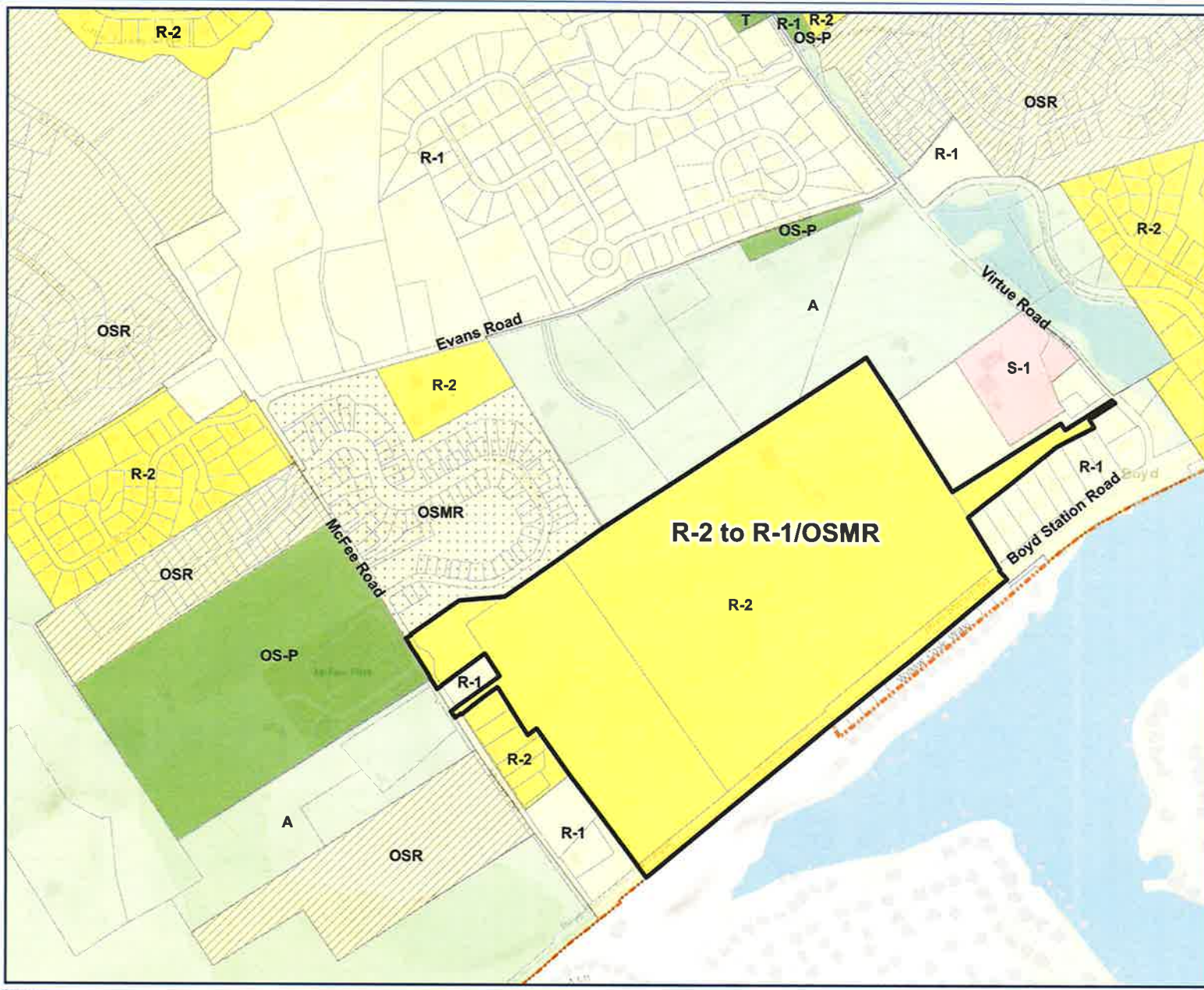




Exhibit 4
Future Land Use
Proposed Rezoning Area

R-2 to R-1/OSMR
Parcels 50, 50.01, 54.01, 9.01
Tax Map 162

Legend

- Proposed Rezoning Area
- Parcels
- Civic/Institutional
- Open Space
- Parks and Rec
- Open Space Cluster Residential
- Very Low Density Residential (2-4 DUs / Acre)
- Low Density Residential (3-6 DUs / Acre)
- Town of Farragut Boundary

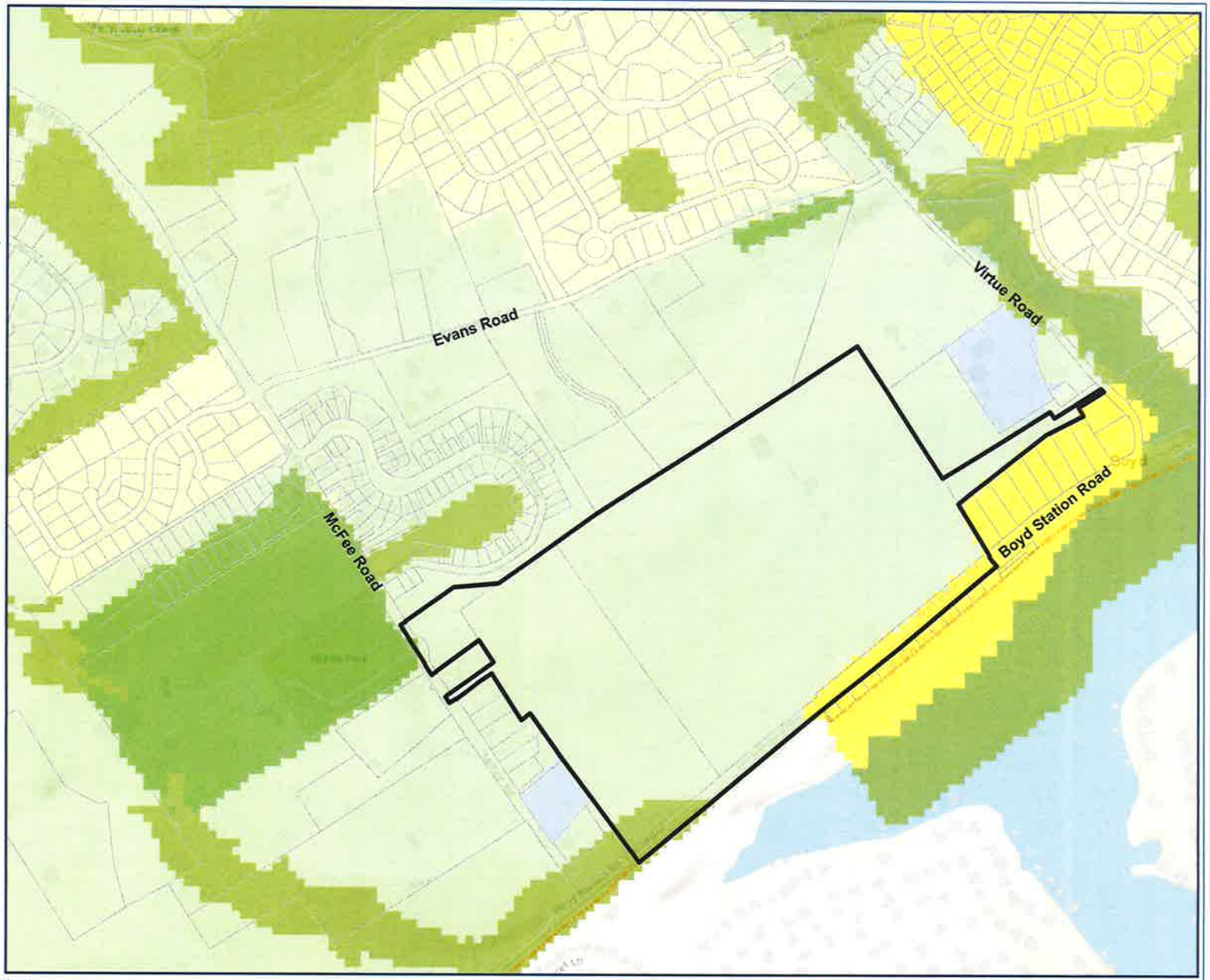


0 300 600 1,200
SCALE IN FEET

CONTACTS:

GIS:
Carrie Smith
carrie.smith@acem.com

1 inch = 600 feet
Map Prepared: 11/12/2020



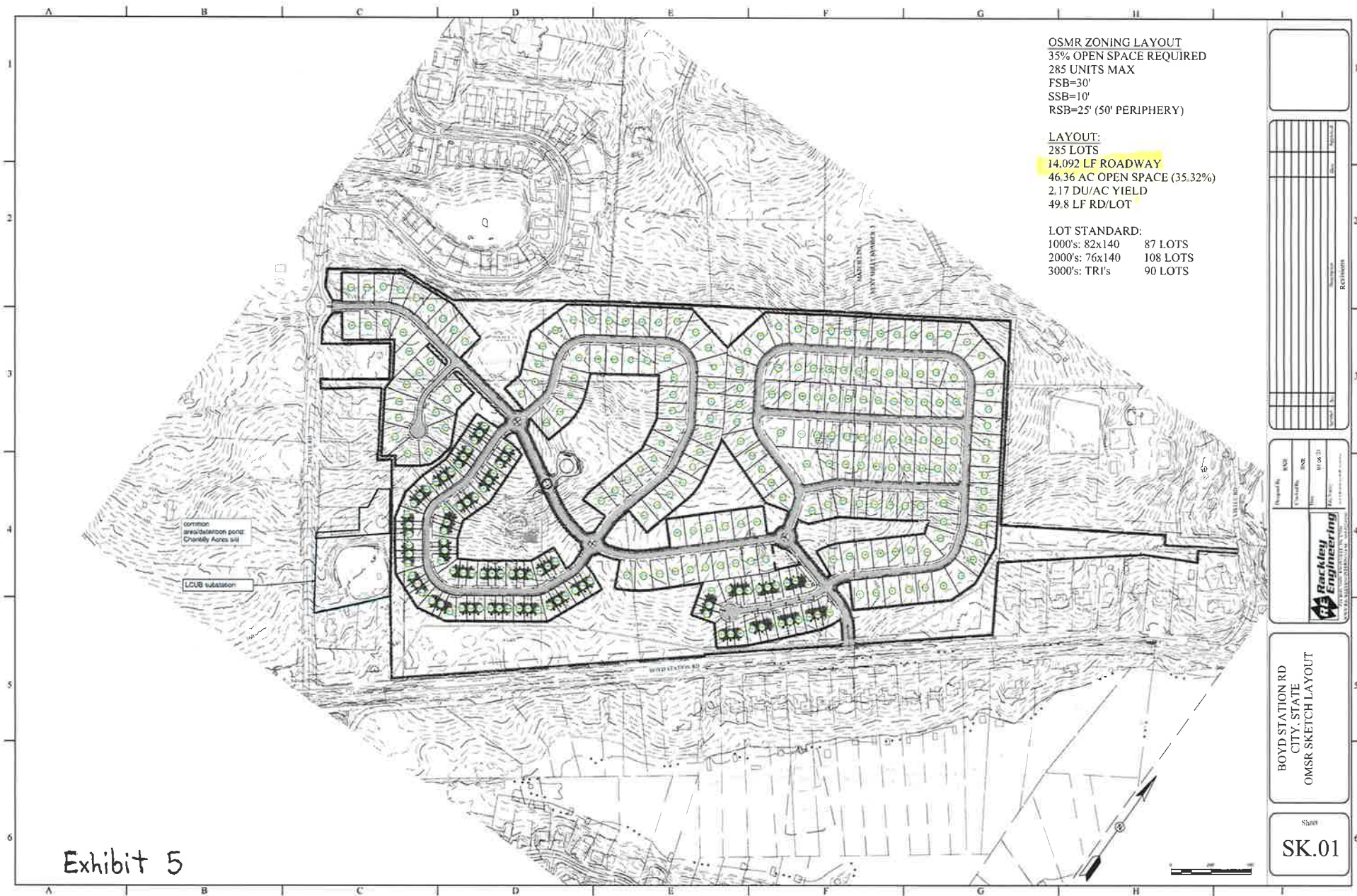


Exhibit 5

REPORT TO THE BOARD OF MAYOR AND ALDERMEN

PREPARED BY: Allison Myers, Town Recorder/Treasurer

SUBJECT: Ordinance 21-05, Ordinance to Amend the Capital Investment Program for the Fiscal Year 2020-2021 budget, passed by Ordinance 20-07

INTRODUCTION:

The purpose of this agenda item is to approve Ordinance 21-05 on first reading to amend the Fiscal Year 2021 Capital Investment Program Budget.

DISCUSSION:

The **Capital Investment Program** will be amended by increasing the appropriated expenditures from \$1,277,000 to \$14,391,311, an increase of \$13,114,311.

- **Expenditures of \$13,089,311 which were budgeted in previous fiscal years. Contracts and expenses for the projects below have been incurred in FY21 so the previously budgeted expenditures must be transferred to FY21.**
 - **\$7,332,982 McFee Park Phase 3** -Budgeted \$8,000,000 in fiscal year 2020. Majority of the construction is within fiscal year 2021. **No additional funds necessary**, transferring budget amount from FY20 to FY21.
 - **\$1,217,000 Campbell Station Inn Site Improvements Phase 3**- Budgeted \$2,000,000 in fiscal year 2018 and \$650,000 in FY2020. Majority of the construction is within fiscal year 2021. **No additional funds necessary**, transferring budget amount from FY18 and FY20 to FY21.
 - **\$854,000 Union Road Engineering and Right-of-Way**- Budgeted \$480,000 in fiscal year 2018 and \$500,000 in fiscal year 2020 for engineering services and right-of-way acquisition. Majority of the work is within fiscal year 2021. **No additional funds necessary**, transferring budget amount from FY18 and FY20 to FY21.
 - **\$3,685,329 Virtue Road**- Budgeted \$3,900,000 in fiscal year 2020. Majority of the construction is within fiscal year 2021. **No additional funds necessary**, transferring budget amount from FY20 to FY21.
- **Expenditure not budgeted in the current or previous budgets.**
 - **\$25,000 Development of Planning Reports (agreement with Knoxville-Knox County Planning Commission)**-This project will be funded through the fund balance. With the additional \$25,000 expenditure, the amended fund balance for the Capital Investment Program for FY21 is \$103,399.

FINANCIAL SECTION:

Account Number: Capital Investment Program Expenditure

Original FY2021 Budget

\$1,277,000

Requested Amendment

\$13,114,311

FY2021 Amended Budget

\$14,391,311

Approved By: _____

RECOMMENDATION BY: Allison Myers, Town Recorder/Treasurer, for approval.

PROPOSED MOTION: Motion to approve Ordinance 21-05 on first reading.

BOARD ACTION:

MOTION BY: _____ **SECONDED BY:** _____

<u>VOTE/TOTAL</u>	<u>BURNETTE</u>	<u>MEYER</u>	<u>PINCHOK</u>	<u>POVLIN</u>	<u>WILLIAMS</u>
YES	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____

ORDINANCE	21-05
PREPARED BY	Myers
1 ST READING	February 25, 2021
2 nd READING	March 11, 2021
PUBLISHED IN	Shopper News Farragut
DATE	

**AN ORDINANCE OF THE TOWN OF FARRAGUT, TENNESSEE
AMENDING THE FISCAL YEAR 2020-2021 BUDGET, PASSED BY ORDINANCE 20-07**

WHEREAS, the Town of Farragut adopted the fiscal year 2020-21 budget by passage of Ordinance Number 20-07 on June 11, 2020; and

WHEREAS, pursuant to the Tennessee State Constitution, Section 24 of Article II, no public money shall be expended except pursuant to appropriations made by law; and

WHEREAS, expenses for the Capital Investment Program will be greater than budgeted; and

NOW THEREFORE BE IT ORDAINED BY THE BOARD OF MAYOR AND ALDERMEN OF THE TOWN OF FARRAGUT, TENNESSEE THAT CHANGES BE MADE TO THE FISCAL YEAR 2020-2021 BUDGET AS FOLLOWS:

SECTION 1. Ordinance 20-07 is hereby amended by:

- The **Capital Investment Program** will be amended by increasing the appropriated expenditures from \$1,277,000 to \$14,391,311 an increase of \$13,114,311.

SECTION 2. The Board of Mayor and Aldermen authorizes the Town Recorder to make said changes in the accounting system.

SECTION 3. This ordinance shall take effect after its final passage and publication, the public welfare requiring it.

Ron Williams, Mayor

Allison Myers, Town Recorder