

Design Guidelines Strategy

July 28, 2014



The Town of Farragut is drafting a comprehensive set of architectural design guidelines to implement the Town’s Comprehensive Plan recommendations by promoting consistent design character and a distinct community image. Design guidelines work with existing zoning requirements to provide additional detail regarding the desired character of new development and redevelopment on private properties, while allowing flexibility for a variety of approaches.

This document provides a draft strategy for development of design guidelines that will apply to commercial and multifamily development throughout Farragut. It also provides background information on existing conditions and a summary of community comments that will inform development of an initial draft of the design guidelines. Attachments to this document provide an outline of the planned design guidelines organization as well as a template for the format of the guidelines document.

Key recommendations include:

- Encourage consistent, high-quality design without specifying specific styles. See page 7 for more information.
- Use a variety of design tools to encourage flexible solutions. See page 7 for more information.
- Use the guidelines as a requirement for larger projects within the existing site plan approval process. See page 9 for more information.
- Organize and format the guidelines to be highly user-friendly and highly-illustrated. See page 10 for more information.



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EXISTING CONDITIONS

Existing conditions that relate to the development of design guidelines include adopted Town policies, as well as building regulations and the unique character of different subareas throughout town. The design guidelines will work with these existing conditions to provide a user-friendly document that acknowledges Farragut's unique character.



Comprehensive Plan Recommendations

The *Town of Farragut 2025 Comprehensive Land Use Plan* provides an overall vision for community development and outlines the specific policies and activities that will help realize the vision. The plan also provides land use recommendations for all areas of the Town, and includes illustrations of desired future character.

The Comprehensive Plan recommends preparation of illustrated design guidelines to promote architectural elements that project a consistent design character and distinct image in highly visible commercial, medium density residential and mixed-use areas. The design guidelines strategy outlined in this document will help implement Comprehensive Plan policies for a variety of contexts throughout Farragut.



The Comprehensive Plan provides an overall vision for community development and includes illustrations of desired future character for a variety of subareas throughout Farragut.

Existing Zoning

Farragut's existing zoning regulations provide the basic standards for development throughout town. The design guidelines will build on existing zoning standards to provide a higher level of detail regarding the desired character of new development and redevelopment. Key design topics addressed in existing zoning regulations include:

- Minimum lot size
- Minimum building setbacks from the front, side and rear of properties
- Maximum lot coverage (the percentage of the lot that is covered by buildings and other impervious surfaces)
- Required landscape buffer strips when adjacent properties are zoned residential or agricultural
- Required landscaping and berms to screen parking areas
- Minimum common open space (does not apply in most zone districts)
- Maximum height (relates to distance from the street in some cases)
- Special standards for the Town Center District (TCD), including street widths, sidewalks, building form, materials, façade design and lighting

The design guidelines will apply to commercial, mixed-use and multifamily development in the following zone districts:

- Multi-family residential district (R-6)
- General commercial district (C-1)
- General commercial storage district (CS-1)
- General commercial district, three stories (C-1-3)
- Regional commercial districts (C-2 and C-2-R/W)
- Business district, four stories (BD-4)
- Office districts (O-1, O-1-3 and O-1-5)
- Planned commercial development district (PCD)
- Town center district (TCD)

Comprehensive Plan Subareas

The Comprehensive Plan recognizes a number of unique subareas throughout Farragut where changes are likely to occur. These include:

- » Town Center area near the intersection of Kingston Pike and Campbell Station Road
- » Kingston Pike area south and west of the Town Center
- » Kingston Pike/Lovell area north and east of the Town Center
- » I-40 area near the interchange with Campbell Station Road
- » McFee/Boyd Station area
- » Lakefront area

The design guidelines will provide context-sensitive guidance for these and other subareas.

COMMUNITY COMMENTS

The initial public participation process for the design guideline project included opportunities for community participation and comment in a variety of settings, including:

- A public workshop
- Meetings with stakeholders, including neighborhood association representatives, property owners, architects and real estate professionals
- A computer modeling session with Town staff and officials
- Meetings with Town staff

Specific meeting and workshop activities and results are summarized on the following pages. Some of the most commonly expressed sentiments included a desire for:

- High-quality development that signals to residents and visitors that they have arrived in Farragut
- High-quality public spaces and pedestrian amenities that are shielded from busy streets
- Buildings that incorporate design diversity such as varied rooflines, a coordinated mix of materials and interesting or iconic features
- Buildings that provide a sense of identity and do not resemble typical strip commercial development
- Designs that include interesting or modern elements while remaining compatible with Farragut's traditional design context.
- Design coordination among neighboring buildings and developments
- Tools to encourage high-quality redevelopment of under-utilized properties such as the old Kroger site

The design guidelines project will include additional opportunities for public participation and comment, including presentations to community groups, workshops and open houses. To provide comments and learn about upcoming events, please visit the Town of Farragut's [Architectural Design Guidelines Web Site](#).

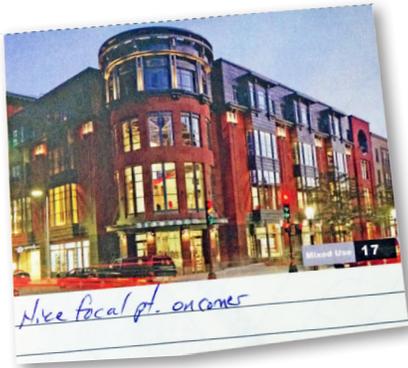


The public participation process for the design guidelines project includes presentations and interactive workshop activities.

Stakeholder Meetings

Town staff and consultants hosted two meetings for stakeholder groups, including neighborhood association representatives, property owners and real estate professionals. Participants noted that the high-quality school district and relatively low taxes attract businesses and residents to Farragut. However, some developers and architects felt that stringent regulations and longer permitting processes have led to a lower rate of development.

Developers also noted that there is a growing local market for mixed-use and multifamily residential development. For mixed-use, they indicated that the market would currently allow only small projects, but may grow over time. For multifamily, they indicated that a density of at least 12 units per acre and building heights of at least three stories would be necessary to facilitate new development.



Workshop participants selected photographs to illustrate compatible design elements for Farragut. The photographs above were among the most frequently selected.

Community Workshop Activities

On June 5, 2014, the Town of Farragut hosted a public workshop that provided participants with an opportunity to learn more about the project, provide feedback and participate in interactive activities to identify important design topics and objectives. The workshop was advertised in the Farragut Press, on flyers and on the Town’s web site. The results of each workshop activity are summarized below.

Team Photo Activity

For this activity, participants worked in teams to select photographs to illustrate compatible design for different areas throughout Farragut. They then discussed and captioned the images before cutting them out of a sheet and pasting them onto a map. Participants most frequently selected photographs that illustrated:

- Comfortable public spaces and usable sidewalks
 - » Public spaces that provide a sense of enclosure
 - » Public spaces that are not located directly adjacent to the street
 - » Wide sidewalks that provide clear connections
 - » Sidewalks incorporating gentle curves or traditional materials, such as brick
 - » Benches and other seating located along pedestrian routes
- Consistent, high-quality landscaping
 - » Pedestrian-scale landscape elements such as planters and formal landscape beds
- Design diversity
 - » Variations in roof height and form
 - » Mix of materials and variety of window sizes
- Iconic design features
 - » Strong design features in corner locations and above building entries
 - » Tower elements or rounded features

Participants also noted that some photographs illustrated negative features, such as boxy building designs, or features associated with typical strip commercial development, including large parking lots or very simple building designs.

Comments

Are you a (Check all that apply)?

Resident Design Professional Real Estate Professional

Property Owner Other _____

What are some important objectives for the project to address?

High Quality Design & Materials Provide Attractive Street Character Storm Water Management

Flexibility for Property Owners Promote pedestrian-friendly streets Protect the Unique Character of Farragut

Other _____

Additional Comments and Feedback

Need to get some modern design in this town. Not very out design but not all brick!

Some workshop participants completed individual worksheets to provide comments and feedback.

Individual Worksheets

For this activity, participants completed a one-page worksheet to provide their individual comments and feedback. Only two participants completed the worksheet. They noted the importance of high quality design and materials, storm water management, pedestrian-friendly streets and flexibility for property owners. One participant also indicated a desire for more modern design in the community and another noted that future meetings and workshops should occur later in the evening.

Design Objectives Chart

For this activity, participants used stickers to indicate potential priorities for the design guidelines on a wall poster. The results are summarized on the next page.

PUBLIC WORKSHOP DESIGN OBJECTIVES CHART

The table below summarizes participant responses on the design objectives chart at the June 5 public workshop. Note that participants in other workshop activities placed higher priorities on some design objectives. For example, some noted that larger developments should incorporate outdoor open space or other gathering spaces.

	High Priority	Medium Priority	Low Priority
Highest Participant Priorities			
High Participant Priorities			
Neighborhood Design			
Provide attractive street character	8	2	
Connect new development to surrounding development and neighborhoods	2	5	2
Encourage redevelopment of under-utilized properties	10		
Provide special design guidance for unique contexts	3	3	
Site Design			
Place buildings to promote an attractive, pedestrian-friendly streetscape	9		
Address parking location and design	5	3	
Provide high-quality on-site landscaping	2	5	
Provide compatible site lighting	4	4	
Address sign design	5	2	
Incorporate public amenities (courtyards, plazas)	2	2	1
Integrate storm water systems into site design	5	2	3
Building Design			
Design building height and mass to be compatible with surroundings	8	1	
Promote high-quality building forms and accents	4	3	
Use high-quality building materials	4	2	
Use compatible exterior color schemes	3	3	1
Incorporate sustainable design features	3	2	2
Other Topics			
Streamline the review process to encourage development	4	6	
Illustrate what types of development are desired in different parts of town	5	2	1
Help property owners and the community understand the basic development regulations	5	2	3

PROJECT OBJECTIVES & RECOMMENDED TOOLS

Community comments and existing conditions provide the basis for a series of high-level objectives for the design guidelines project. These objectives relate to specific tools that could be incorporated into the guidelines to address the objectives.



The design guidelines should promote high-quality design throughout Farragut.



The design guidelines should encourage redevelopment of existing properties in Farragut.

Overall Project Objectives

Based on community comments to date, the design guidelines project should help:

1. **Promote high-quality design throughout Farragut** to enhance community image, support livability and help attract/retain quality employers
2. **Define community identity through consistent design** to differentiate Farragut from surrounding areas and foster a unique sense of place
3. **Support increased pedestrian activity** to foster community interaction and offer an enhanced visitor experience
4. **Encourage redevelopment of existing properties** to reduce vacancy, provide opportunities for sustainable expansion and create links between neighborhoods and commercial areas
5. **Retain flexibility for property owners** to ensure that they are able to maintain and expand their businesses or buildings using creative design solutions

To support objectives for quality design, community identity and increased pedestrian activity, while also maintaining flexibility for property owners, the design tools summarized in the chart on the next page are recommended for use in the guidelines.

RECOMMENDED TOOLS CHART

The chart below summarizes key recommended design tools for use in the guidelines and indicates their relationship to the overall project objectives. The design tools summarized below will provide flexibility without dictating a specific architectural style.

	Project Objectives				
	1. Promote high-quality design character	2. Define community identity through consistent design	3. Support increased pedestrian activity	4. Encourage re-development of existing properties ¹	5. Retain flexibility for property owners
Recommended Site Design Tools					
Guidelines for coordinated landscape along the street edge, including low-maintenance plantings and landscaping around signs	✓	✓	✓	✓	✓
Guidelines for use of streetscape features, such as site lighting, to support a consistent identity	✓	✓	✓	✓	✓
Guidelines with illustrated options for locating buildings to hide parking and promote active sidewalks - To include specific guidance for redeveloping existing sites with new or expanded buildings	✓		✓	✓	✓
Guidelines with illustrated options for locating and furnishing usable outdoor open spaces along pedestrian routes within larger private developments	✓	✓	✓	✓	✓
Guidelines with illustrated options for providing pedestrian and vehicle connections throughout and between properties			✓	✓	✓
An illustrated menu of options for meeting sidewalk connection requirements in existing zoning			✓	✓	✓
An illustrated menu of options for locating surface parking areas and providing landscape screening	✓	✓	✓		✓
Guidelines for sign location and design to encourage consolidating signage and using it as a thematic element within development	✓	✓			✓
Guidelines for site and signage lighting to promote subtle, pedestrian-scale lighting that enhances community image	✓	✓	✓	✓	✓
Guidelines to encourage incorporating stormwater management systems as site amenities, including landscape areas and usable open space	✓		✓		✓
Guidelines to encourage use of LID principles to reduce the cost and land needed to manage stormwater				✓	✓

Recommended Building Design Tools

Guidelines with illustrated options to encourage diverse building forms that incorporate varied heights/rooflines, pitched roof forms, facade elements with a high depth of detail and iconic elements such as tower features or rounded corner elements	✓	✓			✓
Guidelines with illustrated options to encourage human scale design that breaks down the mass of larger buildings with vertical and horizontal articulation (variations in the building facade, changes in material, etc.) or other techniques	✓	✓			✓
Guidelines that promote locating taller building elements away from lower scale neighbors and using varied rooflines to create visual interest	✓	✓			✓
Guidelines with options for high-quality, durable materials - To include guidance on mixing materials and using materials to differentiate building elements	✓	✓			✓
An illustrated menu of options to reduce the impact of otherwise blank wall areas in visible façade locations	✓	✓	✓		✓

¹Note that the application of design tools to the redevelopment of existing properties will continue to be evaluated as the guidelines are developed.

ILLUSTRATED EXAMPLES OF RECOMMENDED TOOLS

The recommended design tools summarized in the chart on the previous page will be incorporated into the design guidelines as a series of illustrated options. In some cases, a formal “menu of options” will be provided to illustrate design solutions that would meet the intent of a specific guideline. The sample graphics below are provided to indicate how the design guidelines may be illustrated.

Example of Building Articulation



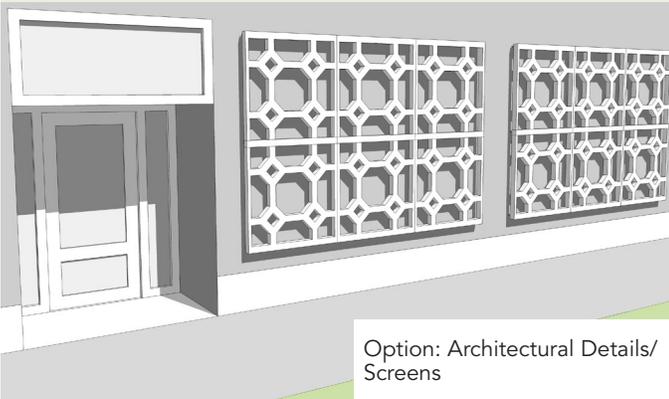
The guidelines will include illustrated options to encourage human scale design that reduces the visual mass of larger buildings. As illustrated above, building articulation techniques visually divide a larger building into smaller parts.

Example of Variation in Building Height

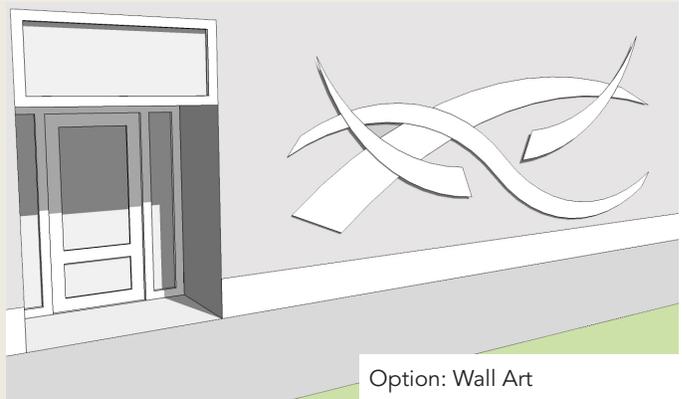


The guidelines will include illustrated options to encourage variation in building height. As illustrated above, a varied roof line adds visual interest and reduces the appearance of boxy or monolithic building masses.

Example of a Menu of Options to Address Blank Wall Areas



Option: Architectural Details/
Screens



Option: Wall Art



Option: Display Cases/
Display Windows



Option: Raised Planting Bed

The design guidelines will include an illustrated menu of options to reduce the impact of otherwise blank wall areas in visible façade locations. Where a blank wall area exceeds a specified length, a new development would have to incorporate at least one option (or a creative solution that meets the intent of reducing the impact of a blank wall area).

IMPLEMENTATION & ADMINISTRATION

Implementation and administration of the design guidelines relates to how they are used as part of the development review process, and who are the primary users. The guidelines should be implemented and administered through a development review process that is consistent and efficient to support predictable outcomes for both property owners and their neighbors, while minimizing potential delays.

Evaluation of implementation and administration options will continue as the design guidelines are drafted. However, an initial recommendation is to consider implementation of the guidelines as a requirement of site plan approval. An additional role of the guidelines would be to provide incentives and education, as well as flexible application of zoning standards.

Review Authority

The role of the existing Visual Resources Review Board (VRRB) could be expanded to include primary responsibility for review of proposed projects using the design guidelines. This would help ensure consistent application of the guidelines and streamline the process. The Planning Commission would retain final site plan approval authority, and may also participate in review of very large projects (i.e., a multi-phase planned-unit development) using the design guidelines. To perform design review using the guidelines, the VRRB should include design and real estate professionals, as well as citizen representation.

Levels of Review

The level of review using the design guidelines (and other existing requirements) should vary according to the scope of a development or redevelopment project. Smaller projects (such as a new awning, or a small addition to an existing building) may be approved by staff while larger projects (such as complete façade replacement, new buildings or significant expansions to existing buildings) would require VRRB and/or Planning Commission review and approval. In some cases, the application of specific design tools may also vary by project size. For example, guidelines related to providing public space and pedestrian amenities may not apply to a project that includes only façade improvements on an existing shopping center.

Considering Context

The design guidelines will consider the context for development at a variety of levels, including:

- » **Town-wide:** Many general design tools used in the guidelines will apply to a project in any part of Farragut. For example, guidelines promoting a mix of building materials would apply to both commercial redevelopment on Kingston Pike and new multifamily development near I-40.
- » **Subarea or Neighborhood:** Some design guidelines will be provided for specific subareas identified in the Comprehensive Plan (see “Comprehensive Plan Subareas” on page 2), including the Town Center area, neighborhood commercial areas such as McFee/Boyd Station, or areas north and west of I-40 that may include more light industrial or service uses.
- » **Within a Development:** Some guidelines will relate to using consistent design treatments within an individual development.



The design guidelines will be highly illustrated, including both sketch diagrams and three-dimensional computer models to illustrate design options. To provide flexibility and practical solutions, the guidelines will illustrate compatible small-scale improvements to existing developments as well as improvements related to larger-scale redevelopment.

Additional Implementation Considerations

Although the design guidelines should be implemented primarily as a requirement for site plan approval, they may incorporate elements that are optional or are primarily advisory or educational. They may also include incentives that allow for flexible application of existing zoning requirements, as summarized below.

Advisory or Educational Guidelines

While development and redevelopment may be required to meet the intent of most design guidelines, some guidelines may suggest optional approaches. For example, a new development may be required to incorporate at least one option for high-quality materials, but a suggestion to design a drainage feature to serve as usable outdoor open space may be optional. Symbols, icons or organizational techniques could help differentiate optional guidelines.

Some material in the design guidelines may also serve a primarily educational role. For example, illustrations in the design guidelines may help explain specific zoning requirements.

Incentives Through Zoning Flexibility

The design guidelines could include provisions that provide an incentive for compatible design through flexible application of existing zoning requirements. For example, a required front setback could be reduced where a building located closer to the street would encourage pedestrian activity without a negative impact on adjacent properties. In such a case, the guidelines would illustrate the conditions where such flexibility could be provided and describe how buildings should relate to the sidewalk edge to promote pedestrian activity.

Organization & Format

The design guidelines should be organized and formatted to facilitate use by property owners, design professionals and the general public. Format and organizational features will include:

- An organizational structure that helps clarify which guidelines apply to a specific project (i.e., guidelines that apply to redevelopment of a commercial center may be separately organized from those that would apply to development of a new multifamily apartment building)
- Charts and illustrations to explain the development review process and point users towards relevant guidelines
- Statements of intent to ensure that the purpose of each design guideline is clear - Where questions arise regarding review of a new and innovative approach, the statement of intent will assist with interpretation of the guidelines
- Cross-references to zoning requirements, related design guidelines and outside resources

See *Design Guidelines Strategy Attachment A* for a draft outline of the design guidelines document. See *Design Guidelines Strategy Attachment B* for a graphic template illustrating the draft design guidelines format.

Draft Design Guidelines Outline

July 28, 2014

The draft outline on the following pages supplements the *Farragut Architectural Design Guidelines Strategy* report to summarize the organization of the planned design guidelines. In addition to indicating primary design guidelines topic headings, the outline includes:

- **Charts/Illustrations/Sidebars:** The outline indicates the location of some charts, illustrations and sidebars **in blue**. Sidebars will provide background, additional information or strategy options related to topics that appear in the body of the guidelines text.
- **Sample Design Guidelines:** In some cases, the outline includes sample design guidelines **in green** to help indicate how specific topics will be addressed. As illustrated in Design Guidelines Strategy Attachment B, design guidelines will be numbered by chapter, and will include a list of strategies that are consistent or inconsistent with the intent of the guideline.

The outline will be revised based on community feedback and inform an initial draft of the complete design guidelines for community review in September 2014.

Chapter Overview

The design guidelines will include the chapters summarized below. A detailed outline begins on the next page.

Introduction

Introductory information on the purpose and use of the guidelines including charts and illustrations to explain which projects are subject to the guidelines and how the design review process works

1.0 Site Design Guidelines

Design guidelines for streetscape and landscaping as well as the arrangement of buildings and other features on a site, including parking and the relationship to adjacent properties and neighborhoods

2.0 Building Design Guidelines

Design guidelines for the visual and functional character of new and expanded buildings, including their relationship to adjacent properties

3.0 Guidelines for Specific Subareas

Context-specific design guidelines for subareas within Farragut, including the Town Center District – These guidelines apply in addition to guidelines in Chapters 1 and 2

4.0 Guidelines for Signs

Guidelines for sign location, lighting and design

Detailed Outline

Introduction

A. Design Guidelines Objectives

A brief summary/list of the overall objectives of the design guidelines with cross-reference to more detailed information about policy and regulatory documents later in the Introduction

B. Policy & Regulatory Foundation

A summary of adopted Town policies and building regulations that provide a basis for the design guidelines

- » Town of Farragut 2025 Comprehensive Land Use Plan
- » Town of Farragut Strategic Plan
- » Town of Farragut Farragut Zoning Ordinance
- » Town of Farragut Stormwater Ordinance
- » Other Adopted Plans

[Sidebar: Community Participation – A brief summary of community outreach that contributed to the design guidelines]

C. Application of the Guidelines

A brief summary of how the design guidelines are applied, and to which types of project, as well as an explanation of how they may be used by different groups such as property owners, developers and the town.

- » Projects Subject to the Design Guidelines
- » Design Guidelines Users

D. Organization & Format

An explanation of the overall structure of the document and the standard format used for individual design guidelines.

[Chart: Design Guidelines Chapters – A chart illustrating the overall structure of the document]

[Chart: Sample Design Guidelines Format – A chart illustrating the standard format for an individual design guidelines page (see Attachment B: Format Template for additional information)]

E. The Design Review Process

An introduction to the overall site and design review process that includes the design guidelines – To include definitions of key design review terms and a description of varied design review levels depending on project size

- » Level 1 Design Review (small projects such as a new awning or small addition to an existing building)
- » Level 2 Design Review (larger project such as a complete façade replacement or a new building)
- » Level 3 Design Review (the largest projects, such as a multi-phase Town Center project)

[Chart: The Design Review Process – A chart illustrating the overall process from application to building permit]

1.0 Site Design Guidelines

- A. Introduction to the Site Design Guidelines
 - Introduction to the site design guidelines chapter, including and explanation of the relationship between the site and building design
- B. Site Design Case Study
 - A one or two page spread illustrating one or two (redevelopment and/or new development) site design scenarios that are consistent with the design guidelines
 - [Sidebar: Sustainable Site Design Strategies – A sidebar illustrating sustainable site design strategies, including pedestrian-oriented design, solar building orientation and sustainable planting – Note that guidelines related to sustainability will be woven into several site design topics (i.e., sustainable planting will be addressed under landscaping)]
- C. Street Character & Landscaping
 - Guidelines for use of streetscape features that support a consistent identity, as well as coordinated landscape along the street edge, including low-maintenance, native, plantings and subtle, pedestrian-scale lighting that enhances community image
 - » Street Character
 - [Sidebar: The Interface Between Public Streets and Private Development – A sidebar explaining how the design guidelines address streetscape elements in the public right-of-way vs. on private property (they provide general principles for the public right-of-way but focus primarily on coordination of streetscape and landscape elements on private property)]
 - » Landscaping
 - 1.1 *Sample Guideline: Use a coordinated landscape palette to establish a sense of visual continuity in the design of a site (includes lighting structures, paving materials, plantings, public signs and street furniture)*
 - 1.2 *Sample Guideline: Use native tree and plant species in landscape design, whenever possible.*
 - » Site Lighting
- D. Building Placement
 - Guidelines for locating buildings to hide parking and promote active sidewalks - To include specific guidance for redeveloping existing sites with new or expanded buildings
 - » Frontage & Setbacks
 - [Sidebar: Farragut Zoning Ordinance Setback Standards – A sidebar alerting readers to zoning code setback requirements and explaining the interface between setback requirements and related design guidelines (note that this may be expanded to address potential setback flexibility for development that provides a strong pedestrian frontage)]
 - [Illustrations: Diagrams illustrating a variety of frontage conditions throughout Farragut, such as the typical auto-oriented frontage currently existing along Kingston Pike, the frontage for more neighborhood-oriented centers, and other potential future conditions. Links to context-sensitive guidelines for frontages by subarea in Chapter 3]
 - » Building Arrangement
- E. Connectivity
 - Guidelines with for providing pedestrian and vehicle connections throughout and between properties
 - [Sidebar: Design Options to Connectivity Between Properties – A sidebar illustrating options for providing pedestrian and vehicular connections between properties]
 - » Pedestrian Connections

[Sidebar: Design Options for Sidewalk Connections – A sidebar illustrating options for meeting existing sidewalk connection standards in the Farragut Zoning Ordinance]

- » Vehicular Connections

F. Outdoor Open Space

Guidelines for locating and furnishing usable outdoor open spaces along pedestrian routes

[Sidebar: Design Options for Outdoor Open Space – A sidebar illustrating location and design considerations for a range of open space types from plazas/courtyards to stormwater management facilities that may be actively used (such as an improved bioswale)]

- » Open Space Location
- » Open Space Design Elements
- » Public Art (voluntary guidelines)

[Sidebar: Public Art Considerations – A sidebar explaining the value of public art and illustrating a variety of types of public art as used to enliven streetscapes and outdoor open space in other communities]

G. Surface Parking

Guidelines for locating surface parking areas and providing landscape screening

[Sidebar: Farragut Zoning Ordinance Parking Standards – A sidebar alerting readers to zoning code parking requirements and explaining the interface between parking requirements and related design guidelines]
[Illustrations: Photographs and diagrams illustrating compatible parking location and screening]

H. Working with Topography

Guidelines to promote compatible strategies for using hilly or sloped sites, including grading (cut and fill) and retaining wall considerations

- » Grading
- » Retaining Walls

1.3 Sample Guideline: Design a retaining wall to minimize impacts on the natural character of the site.

- » Sinkholes (awareness/potential strategies)

I. Service Areas & Utilities

Guidelines for the location, design and screening of utility and service areas

- » Service Area Location
- » Service Area Screening
- » Site Lighting

J. Stormwater Management

Guidelines to encourage incorporating stormwater management systems as site amenities, including landscape areas and usable open space – Cross-reference with guidelines related to sustainable site design

1.4 Sample Guideline: Incorporate Low Impact Development (LID) principles to mitigate stormwater impacts and maximize developable site area.

[Illustrations: Diagrams and photographs illustrating low-Impact Development Strategies]

1.5 Sample Guideline: Maintain pre-development hydrologic features to minimize stormwater impacts.

1.6 Sample Guideline: Use stormwater management systems as site amenities.

K. Redevelopment Considerations

Guidelines addressing specific considerations relating to the redevelopment of existing sites - A number of other guidelines in Chapter 1 will also reference redevelopment considerations – Note that guidelines related to the redevelopment of existing buildings are provided in Chapter 2

» Locating New Buildings on Existing Sites

» Phased Redevelopment

[Illustrations: Diagram illustrating a redevelopment of an existing site in two to three phases]

[Illustrations: Diagrams illustrating small-scale stormwater management treatments for redevelopment, such as converting a parking lot island to a bioswale]

L. Neighborhood Transitions

Site design guidelines regarding the relationship of new development to existing, adjacent, single-family residential development and open space, where applicable - It will help explain the intent of zoning requirements for a landscape buffer and provide design options that promote providing pedestrian (and sometimes vehicle) connections through landscape buffers – Note that guidelines for scale transitions related to building design are provided in Chapter 2

[Sidebar: Design Options to Promote a Compatible Transition – A full page sidebar illustrating options for creating a compatible transition to an adjacent neighborhood or agricultural area]

» Landscape Transitions

[Sidebar: Farragut Zoning Ordinance Buffer Standards – A sidebar alerting readers to zoning code landscape buffer requirements for development located adjacent to existing residential or agricultural zones and explaining the interface between buffer requirements and related design guidelines (note that this may be expanded to address potential buffer flexibility for development that uses other strategies to provide a compatible transition)]

2.0 Building Design Guidelines

- A. Introduction to the Building Design Guidelines
 - Introduction to the building design guidelines chapter, including and explanation of the relationship between the site and building design
- B. Building Design Case Study
 - A one or two page spread illustrating one or two (redevelopment and/or new development) building design scenarios that are consistent with the design guidelines
 - [Sidebar: Sustainable Building Design Strategies – A sidebar illustrating sustainable building design strategies, including green roofs and energy-generating technologies, such as solar panels – Note that guidelines related to sustainability will be woven into several building design topics]
- C. Building Scale
 - Guidelines related to the size and form of buildings, including height and the articulation of building elements
 - » Building Height
 - 2.1 *Sample Guideline: Provide variation in building heights.*
 - 2.2 *Sample Guideline: Position taller building elements to minimize visual impacts.*
 - [Sidebar: Farragut Zoning Ordinance Height Standards – A sidebar alerting readers to zoning code height limits and their relationship to the design guidelines]
 - » Building Articulation
 - 2.3 *Sample Guideline: Use vertical and horizontal articulation techniques to establish a sense of scale in the design of a larger building.*
 - [Sidebar: Human Scale Building Design – A sidebar defining the use of human scale in building design]
 - [Sidebar: Design Options for Building Articulation – A sidebar illustrating options for using vertical and horizontal articulation techniques to break down the mass and scale of a larger building]
- D. Architectural Features
 - Guidelines to promote diverse building features, including varied heights/rooflines, pitched roof forms, facade elements with a high depth of detail and iconic elements such as tower features or rounded corner elements
 - » Façade Character
 - [Sidebar: Design Options to Address Blank Wall Areas – A sidebar illustrating options (i.e., architectural screens, pergolas and columns) to add visual interest to an otherwise blank façade area]
 - » Iconic Features
 - [Illustrations: Photographs and diagrams illustrating iconic building features such as tower features and rounded corner elements]
 - » Roof Form
 - [Sidebar: Design Options for Roof Form – A sidebar illustrating options for providing a compatible mix of roof forms to add visual interest]

E. Building Materials

Guidelines with options for high-quality, durable materials - To include guidance on mixing materials and using materials to differentiate building elements

F. Ground Floor Design

Guidelines to promote high-quality ground floor design including ground floor height, transparency, entrance location and other features such as canopies and awnings

[\[Sidebar: Design Options for a Pedestrian-Oriented Ground Floor – A sidebar illustrating options \(i.e., windows, canopies and awnings\) to promote a pedestrian-oriented ground floor\]](#)

G. Redevelopment Considerations

Guidelines addressing specific considerations relating to the redevelopment of existing buildings

» Façade Renovation

» Adaptive Reuse

H. Neighborhood Transitions

Building design guidelines regarding the relationship of new development to existing, adjacent, single-family residential development and open space, where applicable

» Scale & Use Transitions

3.0 Guidelines for Specific Subareas

A. Introduction to the Design Guidelines for Specific Subareas

Introduction to the subareas chapter, including and explanation of the relationship with previous chapters (guidelines for specific subareas apply in addition to the applicable site and building design guidelines)

B. Town Center

Guidelines for context-sensitive design in the area designated as Town Center on Farragut's Future Land Use Map - The guidelines will build on zoning standards for the Town Center District (TCD) and also provide interim guidance for properties that are in the Town Center area but have not yet been zoned as TCD - Zoning standards and design guidelines will promote redevelopment of the Town Center area into a pedestrian-oriented mixed-use center with a variety of civic, retail and entertainment uses alongside high-quality outdoor open spaces and pedestrian amenities.

- » Street Design in the Town Center
- » Street Character & Landscaping in the Town Center
- » Building Placement in the Town Center
- » Connectivity in the Town Center
- » Street Character & Landscaping in the Town Center
- » Outdoor Open Space in the Town Center
- » Surface Parking in the Town Center
- » Building Scale in the Town Center (including size, proportions and rhythm as well as "base, middle and cap composition)
- » Architectural Features in the Town Center
- » Building Materials in the Town Center
- » Ground Floor Design in the Town Center (including building entries and storefront design)

3.1 Sample Guideline: Design a storefront to engage the public realm and promote pedestrian activity.

- » Parking Garage Design in the Town Center

3.2 Sample Guideline: Minimize the visual impacts of a parking structure on nearby pedestrian areas or major streets.

- » Historic Resources in the Town Center

C. Kingston Pike

Guidelines for context-sensitive design in areas designated as Kingston Pike, Kingston Pike/Lovell and Kingston Pike/Watt Road on Farragut's Future Land Use Map – The guidelines will promote a high-quality street character and landscape along Kingston Pike, as well as specific objectives for the Kingston Pike/Lovell area (auto-oriented center with increasing intensity) and Kingston Pike/Watt Road area (residential character with modest increases in intensity and design features that provide a gateway to Farragut)

- » General Considerations for Kingston Pike
- » Kingston Pike/Lovell
- » Kingston Pike/Watt Road

D. Lakefront/Concord Road

Guidelines for context-sensitive design in areas designated as Lakefront on Farragut's Future Land Use Map – The guidelines will promote maintenance of the existing residential character while allowing for some higher-intensity residential development with site and building design characteristics that help provide a gateway to Farragut

E. McFee Park Roundabout

Guidelines for context-sensitive design in areas designated as McFee/Boyd Station on Farragut's Future Land Use Map – The guidelines will promote maintenance of the existing residential/recreational character and development of a new low-scale neighborhood mixed-use or retail center along McFee Rd.

F. I-40

Guidelines for context-sensitive design in regional retail areas designated as "I-40" on Farragut's Future Land Use Map – The guidelines will promote an increasing intensity of high-quality retail, office and mixed-use development

G. Outlet Drive

Guidelines for context-sensitive design in the Outlet Drive portion of the area designated as "I-40" on Farragut's Future Land Use Map – The guidelines will promote primarily high-quality office and light industrial development

4.0 Guidelines for Signs

Guidelines for sign location, design and lighting to encourage consolidating signage and using it as a thematic element within development – Sign topics are under development – Note that consideration may be given to including sign design guidelines in Chapters 1, 2 or 3 (for Town Center signs) rather than in a stand alone Signs chapter

A. Sign Hierarchy

B. Sign Types

C. General Sign Guidelines

- » Visual interest
- » Sign illumination

D. Sign Guidelines for the Town Center

Appendices

A. Glossary

Draft Format Template

July 28, 2014

The draft format template on the following pages supplements the Farragut Architectural Design Guidelines Strategy report to illustrate the planned format for the design guidelines. It includes a mock up of two sample pages from *Chapter 2.0 Building Design Guidelines*. Elements illustrated include:

- **Topic and Subtopic Headings:** For example, “Building Scale” is a topic heading within Chapter 2.0. “Building Height” and “Building Articulation” are subtopics under “Building Scale.”
- **Intent Statements:** The text under each topic and subtopic heading summarizes a general intent for the guidelines that follow.
- **Design Guidelines:** The numbered statements are design guidelines within each topic. The numbering is provided for cross reference and indicates the chapter and guideline number. For example, guideline 2.1 is the first guideline in Chapter 2.0.
- **Supporting Strategies:** The lettered lists under each guideline indicate strategies that are consistent or inconsistent (where they are preceded with “avoid” or “do not”) with the intent of the guideline. They are lettered for cross reference. Note the supporting strategies do not indicate every strategy that would be consistent or inconsistent with the guideline.
- **Sidebars:** The shaded call out boxes on each page provide background, additional information or strategy options related to topics and design guidelines that appear in the body of the guidelines text. For example, the “Human Scale” sidebar defines a term used in the guideline for building articulation.
- **Photographs and Diagrams:** The captioned photos and diagrams help illustrate the topics addressed on each page. Captions generally repeat text from the body of the design guidelines to avoid interpretation issues, and a check mark or “X” mark indicates whether each photograph or diagram illustrates an appropriate or inappropriate approach.

The format template will be revised based on community feedback and inform an initial draft of the complete design guidelines for community review in September 2014.

BUILDING SCALE

The overall size, height and form of a building help determine how large it appears, and whether it is compatible with the surrounding context. Although a new building may be larger than adjacent buildings, it should not be monolithic in scale or create a jarring contrast. Recognizing existing patterns such as varied heights, smaller building masses and articulated façades, will help a new building fit with its neighbors and the overall context of Farragut.



Set back a larger building mass from the street wall when possible to reduce looming effects.

Farragut Zoning Ordinance Height Standards

The Farragut Zoning Ordinance provides height standards that apply to all properties. Maximum permitted height varies by zone district from two-and-a-half to five stories. In some zone districts, the zoning ordinance requires additional setbacks for taller building elements.

The design guidelines promote compatible height relationships among properties, but are not intended to limit maximum building height beyond zoning requirements.

Building Height

Maximum overall building height is addressed by the Farragut zoning code. New development should meet zoning requirements while recognizing traditional height variations in Farragut and stepping down towards adjacent lower-scale buildings.

2.1 Provide variation in building heights.

- a. Use variation in building and parapet heights to add visual interest and reduce boxy or monolithic building masses.

2.2 Position taller building elements to minimize visual impacts.

- a. Step back a larger building mass from the street when possible to reduce looming effects.
- b. Use lower scale buildings or building elements to transition the scale of a taller building towards lower-scale buildings on adjacent properties.



Use variation in building and parapet heights to add visual interest and reduce boxy or monolithic building masses.

Building Articulation

Building articulation includes vertical or horizontal changes in materials, texture or wall plane that help divide the mass and scale of a building into smaller parts that relate to traditionally-scaled buildings, provide a sense of human scale. New development should be articulated to the traditional pattern of smaller building masses.

2.3 Use vertical and horizontal articulation techniques to establish a sense of scale in the design of a larger building.

- a. Use moldings, belt courses, parapets, awnings, canopies, a change in material or a wall offset to provide horizontal expression.
- b. Use moldings, columns, a change in material or offset in the wall plane to break up long wall planes into bays that express traditional façade widths.
- c. Vary the roof profile and step down some portions of the façade.



Use moldings, columns, a change in material or offset in the wall plane to break up long wall planes into bays that express traditional façade widths.



Use vertical and horizontal articulation techniques to establish a sense of scale in the design of a larger building.

Human Scale Building Design

A sense of human scale is achieved when one can reasonably interpret the size of a building by comparing features of its design to comparable elements in one's experience. Using building materials of a familiar dimension such as traditional brick is an example, as is using windows of similar dimensions.