



TOWN OF FARRAGUT
STRATEGIC PLAN
SUMMARY 2016



Town of Farragut Vision 2025

Farragut 2025 a Distinctive Residential Community

It's our: History ^(A)

Beauty: Natural and Built ^(B)

High Quality Residential Choices ^(C)

Multiple Activity Centers ^(D)

Convenient Living ^(E)

**Outstanding Recreational
Opportunities ^(F)**

Community Spirit ^(G)

that makes us distinctive.

Town of Farragut

Goals 2017

Maintain Financially Sound Town Providing
Excellent Services

Strengthen the Local Economy

Develop the Town's Historic Assets

Facilitate Future Growth, Development
and Redevelopment

Expand Leisure Amenities
(Venues and Programs)

GOAL 1

MAINTAIN FINANCIALLY SOUND TOWN PROVIDING EXCELLENT SERVICES

► Objectives

- | | |
|-------------|---|
| Objective 1 | Responsible use of debt by Town Government |
| Objective 2 | Town services provided in the most cost effective manner |
| Objective 3 | Adequate revenues to support defined Town services, programs and facilities |
| Objective 4 | Competitive compensation and benefits for Town employees |
| Objective 5 | High customer satisfaction rating for Town services |
| Objective 6 | Reliable delivery of Town services |
| Objective 7 | Well planned and well maintained Town facilities and infrastructure |

► Short-Term Challenges and Opportunities

1. Uncertain national economy and its impact on Town revenues
2. Employee expectations for compensation and retirement system
3. Defining and prioritizing the Town's services and responsibilities
4. State potential attack on state shared revenues, Hall income tax and grants
5. Citizen understanding of Town revenues and finances

**MAINTAIN FINANCIALLY SOUND TOWN PROVIDING EXCELLENT
SERVICES**

**Goal 1
Actions 2016**

	Priority
1. Evaluate HVAC systems at Town Hall and develop a plan for replacement	5
2. Complete Stormwater Infrastructure Analysis and Cost Study	4
3. Develop alternative revenue sources to fund road improvements and economic development in the Town	3
4. Prioritize the 5 Year CIP	2
5. Prioritize and funding of IT Strategic Plan	1

GOAL 2

STRENGTHEN THE LOCAL ECONOMY

► Objectives

Objective 1 Increase number of visitors coming to Farragut

Objective 2 Residents shopping local – Keeping sales tax revenues in the Town

Objective 3 Increase number of retail businesses in Farragut

Objective 4 Expand number of successful small businesses

Objective 5 Have a reputation as positive climate for business – people want to have a business here

► Short-Term Challenges and Opportunities

1. Competition from Knoxville, Harden Valley, Lenoir City
2. National recession and business access to the capital market
3. Perception: Town government unfriendly to businesses
4. State policy and process on urban growth boundary and annexations
5. Streamlining development process
6. Calling visitors attention to Farragut – tourism assets (Museum)

STRENGTHEN THE LOCAL ECONOMY

Goal 2
Actions 2016

	Priority
1. Evaluation and continued support of the Farragut Business Alliance	5
2. Develop a tourism / marketing plan	4
3. Implementation of a small business liaison	3
4. Continue implementation of the Town's brand initiative	2
5. Evaluation and continued support of the Farragut / West Knox Chamber of Commerce	1

GOAL 3

DEVELOP THE TOWN’S HISTORIC ASSETS

► Objectives

Objective 1 Expand areas for Museum displays

Objective 2 Relocate and preserve Russell House

Objective 3 Annex and develop “Concord Village” as a historic area

Objective 4 Develop Campbell Station Park as a historic area

Objective 5 Develop architectural standards and lighting throughout the Town

Objective 6 Develop a reputation as a historic destination

Objective 7 Preserve historic Pleasant Forest Cemetery

► Short-Term Challenges and Opportunities

1. Funding for historic asset development
2. Deciding on annexation
3. Establishing a “Theme”
4. Determining Town role and resources for supporting development of historic assets

DEVELOP THE TOWN'S HISTORIC ASSETS

Goal 3
Actions 2016

	Priority
1. Completion of plans for the Campbell Station Inn	5

GOAL 4

FACILITATE FUTURE GROWTH, DEVELOPMENT AND REDEVELOPMENT

► Objectives

Objective 1

Pursue modifications in the urban growth boundary

Objective 2

Expand town limits through annexation

Objective 3

Develop Town infrastructure for future growth and development

Objective 4

Appropriate land uses for future development

Objective 5

Future development consistent with Town's plans and standards

Objective 6

More beautiful corridors and development – signs, storefronts, landscaping

► Short-Term Challenges and Opportunities

1. Annexing critical areas to protect the interests of Farragut
2. Leases and property owners of commercial centers
3. Prime land available along Kingston Pike
4. Building relations with major retailers and developers
5. Funding to maintain and expand Town infrastructure
6. Willingness to consider “best practices” used by other cities and towns

FACILITATE FUTURE GROWTH, DEVELOPMENT AND REDEVELOPMENT

Goal 4
Actions 2016

	Priority
1. Coordination and development of the Outlet Drive Corridor with Knox County	5
2. Begin design of Union Road improvements from Hobbs Road to Everett Road	5
3. Development beginnings in the Town Center District	4
4. Development of a new Mixed-Use Neighborhood Zoning District	2
5. Develop conceptual project for additional left turn lane on Kingston Pike at Campbell Station Road	2
6. Finalize minor updates to the Comprehensive Land Use Plan	1
7. Update of the Telecommunication Zoning Overlay District	0

GOAL 5

EXPAND LEISURE AMENITIES (VENUES AND PROGRAMS)

► Objectives

Objective 1 Expand park development

Objective 2 Extend the Greenway System

Objective 3 Develop a community center

Objective 4 Increase pedestrian connectivity within Farragut

Objective 5 Increase sports tourism through more local and regional tournaments

► Short-Term Challenges and Opportunities

1. Developing trails along creek ways
2. Defining Town's role and funding for leisure services
3. Limited Town resources for leisure services
4. Areas for water based leisure activities
5. Changing leisure patterns of each family generation
6. Diverse leisure expectations of Farragut residents

EXPAND LEISURE AMENITIES (VENUES AND PROGRAMS)

**Goal 5
Actions 2016**

	Priority
1. Begin construction of third turf field at Mayor Bob Leonard Park	5
2. Recruit regional sporting events to Farragut	5
3. Evaluate and prioritize greenway connections	5
4. Begin construction of the Willow Creek Greenway	2
5. Design of McFee Park Phase III	2
6. Design of Old Stage Road to Everett Road Greenway	1
7. Design of Everett Road to Berkley Park Greenway along TDOT Right of Way	0

POLICY AGENDA 2016

TOP PRIORITY

Alternative Revenue Sources: Decision

Campbell Station Inn Master Plan: Decision

HIGH PRIORITY

**Support for the Town's Economic Development Partners: Decision
and Funding**

Town Center District: Development

MODERATE PRIORITY

5 Year Capital Investment Plan: Prioritized

MANAGEMENT AGENDA 2016

TOP PRIORITY

Stormwater Infrastructure Analysis and Cost Study: Funding Plan
Outlet Drive Corridor Development: Strategy

HIGH PRIORITY

Mixed-Use Neighborhood District: Development
Comprehensive IT Strategic Plan: Implementation

MODERATE PRIORITY

Regional Sporting Events: Recruitment
Town Brand Initiative: Implementation
I-40 / Campbell Station Road Beautification Plan: Completion