



Town of Farragut 2021 Strategic Planning Framework

Vision

Farragut—redefining quality of life with a beautiful, close-knit, connected community where families and businesses thrive.

Mission and Values

Farragut—an appealing and engaged community set apart by a dedicated team committed to integrity, innovation and friendly service.

Critical Success Factors

Providing Excellent Parks, Recreation, Cultural Amenities and Programs

Farragut's expanded parks allow for a variety of experiences for visitors and residents. The Town provides events, programs and cultural activities that support tourism and enhance a sense of community. The Town's neighborhoods are connected by greenways and sidewalks to commercial activity hubs and parks.

Priority Initiatives

1. Prioritize greenway / sidewalk connections
2. Determine future use / build out of the Campbell Station Inn
3. Additional amenities at McFee Park – single track trail, dog park, etc.
4. Update Park Master Plan and McFee Park Plan

Building and Maintaining the Town's Infrastructure and Assets

The Town of Farragut has established a safe transportation network for pedestrians, bicycles and automobiles. The stormwater system is reliable and well-maintained and the Town has the equipment it requires to meet the needs of a growing community. The Town's investment in technology, parks and buildings is cared for through proper maintenance and improvements.

Priority Initiatives

1. Stormwater Master Plan to complete in the next four years
2. Town Center District traffic mitigation strategy
3. Pedestrian safety around Town Center District and parent responsibility zone (schools)
4. Develop plans to enhance and update Town Hall
5. Reconstruction of the I-40/Campbell Station Road interchange
6. Construction of storage facility at Public Works

Enhancing the Town's Financial Position

Strong fiscal leadership has enabled the Town to maintain its excellent financial position. Expanded retail opportunities and additional revenue sources will support important programs and services. The Town actively pursues grants and sponsorships to maintain and support programs and assets and sets goals, establishes benchmarks and utilizes best practices to fund priority initiatives.

Priority Initiatives

1. Economic Development Strategic Plan: Development
 - a. Increasing the sales tax base through tourism development
 - b. Identify potential sports tourism partnerships with Visit Knoxville
 - c. Review impact of tourism initiatives
 - d. Review economic development initiatives with the Farragut Business Alliance, Farragut / West Knox Chamber of Commerce and other economic development partners

Regional Leadership and Collaboration

The Town of Farragut cultivates relationships with our neighborhoods, schools, and local and regional partners to ensure it is at the forefront of innovation, process and service delivery. The Town advocates for its interests and the future of the region by participating in decision making with other governmental and non-governmental entities.

Priority Initiatives

1. Advocate for the Town in future updates to the Knox County Transportation and General Plan
2. Implement pedestrian safety steering committee

Advancing a High-Quality Built Environment

The Town ensures a high-quality built environment through deliberate formal planning and community engagement, incentivizing innovation and promoting design before engineering.

Priority Initiatives

1. Pedestrian / Walkability Plan for the Town Center District
2. Develop zoning ordinance that is consistent with the medium density land use designation
3. Review of architectural design standards that complement the Campbell Station Inn
4. Develop a traffic mitigation strategy for the Grigsby Chapel Corridor

Supporting and Caring for a Committed Workforce

The Town recognizes that excellent service delivery happens through its dedicated and committed workforce. The Town is a model employer that attracts talent and provides competitive compensation and

benefits as well as ongoing training and professional development. The Town encourages innovation and cost saving and has appropriate staffing levels to meet growth and service level expectations.

Priority Initiatives

1. Implementation of Classification and Compensation Study recommendations
2. Review staffing levels for additional Town facilities: Campbell Station Inn, McFee Park, Virtue Road ROW, Community Center, etc.
3. Technical training sessions to enhance workflow within departments

Promoting a Convenient Retail and Services Destination

Farragut is known for family entertainment venues, vibrant commercial centers, neighborhood activity hubs, high building maintenance standards and collaborating with strategic partners to promote business development. Farragut's Town Center is a result of a bold vision and effective public-private partnerships.

Priority Initiatives

1. Develop entertainment venues along the Outlet Drive Corridor
2. Attract family entertainment venues (bowling, movies, etc.) for residents to enjoy
3. Review zoning ordinances to ensure sales tax uses are encouraged



11408 Municipal Center Drive • Farragut, Tennessee 37934
865.966.7057 • townoffarragut.org

