Town of Farragut

Strategic Plan

Summary

2013

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 2018

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

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MAINTAIN FINANCIALLY SOUND TOWN PROVIDING EXCELLENT SERVICES

Goal 1
Actions 2013

	Priority
1. Establish Hotel/Motel Tax	5
2. Make Union Road a priority in CIP	5
3. Re-codification of the municipal code, zoning ordinance, and subdivision regulations	4
4. Develop a Youth Master Plan, and get youth involved in decision making	2
5. Provide public relations training for Town staff	2
6. Research wireless field inspection solutions to integrate into building inspection services	2

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)

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STRENGTHEN THE LOCAL ECONOMY

Goal 2
Actions 2013

	Priority
1. Completion of the Town's entry signs	5
2. Recruit major businesses to Farragut	5
3. Implement a plan to fill vacant buildings & empty commercial space	5
4. Expand our Tourism and Economic Development marketing efforts	5
5. Recruit major businesses to Farragut	5

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 with a theme

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

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DEVELOP THE TOWN'S HISTORIC ASSETS

Goal 3
Actions 2013

	Priority
1. Installation of History Trail Markers in Campbell Station Park	5
2. Decision on acquisition of the Russell House	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

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FACILITATE FUTURE GROWTH, DEVELOPMENT AND REDEVELOPMENT

Goal 4
Actions 2013

	Priority
1. Direction of future development of Outlet Drive	5
2. Finalize annexation priorities for remaining areas in Farragut's urban growth boundary	5
3. Develop architectural design standards for commercial development	4
4. Prioritize major road improvements	3
5. Clarify regulations to define requirements for future road improvements	2
6. Development of a concept plan and form based code for a downtown development district	1

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 2013

	Priority
1. Develop a plan and construct key sidewalk and greenway connectors	5
2. Install Wi-Fi in Campbell Station Park	4
3. Finalize plans for the outdoor classroom	4
4. Acquisition of additional Admiral Farragut artifacts	4
5. Create theme based events to promote the Farragut community	3
6. Acquire land/building for Community Center	3
7. Identify opportunities for underpass for creek ways along Kingston Pike	3
8. Create Events/Entertainment for all ages	2
9. Change our current policy to allow guns in parks	2
10. Expand the current budget for Arts Programming	1

POLICY AGENDA 2013

TOP PRIORITY

Hotel/Motel Tax: Decision
Russell House Acquisition: Decision
Annexation Priorities: Decision

HIGH PRIORITY

Architectural Standards: Development
Road Improvement Projects: Evaluate, Prioritize, Funding
McFee Park, Phase III: Direction, Funding
Road Development Requirements: Direction

MODERATE PRIORITY

Community Center: Direction

Management Agenda 2013

TOP PRIORITY

Outlet Drive Corridor: Direction
Comprehensive Land Use Plan: Execution
Recodification of Codes: Implementation

HIGH PRIORITY

Business Recruitment & Retention
Vacant Commercial Properties: Evaluation
Community Events Support & Promotion
Greenway/Sidewalk Connection: Development
Admiral Farragut Artifacts: Direction

MODERATE PRIORITY

Youth Master Plan: Development
Recycling Plan: Development
Wireless Field Inspections: Evaluate
Tourism & Economic Development Marketing Plan
Creek ways/Underpass along Kingston Pike: Evaluation