

Sec. XXIV. - Outlet drive regional entertainment and employment district (OD-RE/E).

- A. *General description.* The Outlet Drive corridor is uniquely situated on the north side of Interstate 40 between the Lovell Road and Campbell Station Road Interchanges. Much of the area that surrounds the corridor is outside the town limits. The town's portion of the corridor includes excellent interstate visibility and proximity to two interchanges. These notable characteristics provide an opportunity to attract family entertainment venues that serve both a local and regional market. The corridor's location and existing development also supports local and regional employment and includes an architecture that differentiates itself from most of the town.

The Outlet Drive Regional Entertainment and Employment District (OD-RE/E) is intended to capitalize on the corridor's characteristics by creating an opportunity to provide for uses, architectural flexibility, and signage that take into account the surrounding context.

- B. *Permitted principal and accessory uses and structures.* Property and structures located in the Outlet Drive Regional Entertainment and Employment District (OD-RE/E) shall be used only for the following purposes:
1. Generally recognized retail sales, subject to the following:
 - a. Any outdoor storage or sales shall be contained within areas specifically designed and approved for such storage or sales as part of a site plan review. Such areas shall be screened from public rights-of-way with opaque materials that are architecturally compatible with the primary materials used on the building they are serving. Such screened areas shall meet the setback requirements for accessory structures; and
 - b. Warehousing and wholesaling associated with on-site retail establishments are permitted, provided the warehousing and wholesaling constitutes less than 80 percent of the gross square footage of the building(s).
 2. Restaurants.
 3. Hotels.
 4. Offices.
 5. Theaters, indoor only.
 6. Indoor recreational facilities.
 7. Regional Recreational and Entertainment Facility, as defined in Chapter 2, and subject to the following development criteria:
 - a. The tract shall be at least five acres;
 - b. The tract shall abut the Interstate 40 right-of-way;
 - c. The permissible height of accessory structures that are integral to the function of the regional entertainment venue shall be evaluated using the following criteria:
 - i. The structure's role in the operational function and inherent safety related requirements of the establishment;
 - ii. The structure(s) being non-illuminated and concealed to the greatest extent practicable;
 - iii. The structure(s) being a minimum of 100 feet from property developed as residential; and
 - iv. The structure(s) being in compliance with any applicable state or federal requirements.

- d. For a building in excess of 40,000 square feet, compliance with the Town's Architectural Design Standards (ADS) shall be evaluated using the following criteria:
 - i. The building containing a minimum masonry percentage of 10 percent on the net facade area of the building;
 - ii. The building being comprised of at least three other materials with no single material exceeding 40 percent of the net facade area and that collectively contribute to an appearance that segments the building visually into smaller modules that soften the building's scale; and
 - iii. The building clearly demonstrating compliance with all other ADS provisions.
 - e. For a building in excess of 40,000 square feet and with at least one building elevation of more than 400 feet in length, wall signage shall be provided for as follows:
 - i. Up to two signs (with sign areas calculated separately) may be permitted on the building elevation that is in excess of 400 feet. The cumulative permitted sign area for the two signs combined shall be established with a 2:1 ratio of sign area to building width on which the sign is to be mounted. One of the two signs may be a canopy sign protruding from the main building wall more than 12 inches, provided such sign is mounted on a structural canopy that is integral to the architecture of the building and such sign is not a cabinet style sign but rather a sign with channel letters; and
 - ii. One wall sign is permitted on two other building elevations with the sign area on each of these elevations being established with a 2:1 ratio of sign area to building width on which the sign is to be mounted.
 - f. Outdoor site lighting shall be in accordance with Chapter 4 of the Farragut Zoning Ordinance with the following exceptions:
 - i. Parking lot pole lights shall not exceed 35 feet in height, including the supporting base;
 - ii. Lighting that may be unique for this use and required for the operation shall be directed inward onto the facility property so as not to shine onto adjacent properties or rights-of-way;
 - iii. The maximum number of footcandles at all property lines (including the Interstate right-of-way) shall not exceed .1 footcandles; and
 - iv. A lighting impact analysis shall be provided as part of the site plan review and approval process. The analysis shall specifically demonstrate how lighting specific to this venue will not create glare, as defined in the town's outdoor site lighting requirements. Once lighting has been installed per the approved lighting plan and prior to the issuance of a certificate of occupancy, a verification from a licensed electrical engineer shall be provided to demonstrate compliance with the approved lighting plan.
8. Master sign for a unified development is subject to the following criteria:
- a. The unified development includes, as reflected in a recorded declaration approved by the Town Attorney, a regional recreational and entertainment facility and at least two additional regional oriented businesses or tenants in the OD-RE/E Zoning District that will have the opportunity for signage on the master sign for a unified development. The layout of the initial sign face shall take this into consideration and any modifications to the recorded declaration shall be approved by the Town Attorney;

- b. Existing off-premise advertising signs (billboards) along the town's portion of the Outlet Drive corridor shall be removed;
 - c. The minimum size of a development eligible for consideration as a unified development shall be 40,000 square feet of gross floor area and must contain three or more businesses or tenants;
 - d. Only one sign is permitted between the Lovell Road and Campbell Station Road interchanges and such sign shall be situated a minimum of 3,000 feet from the nearest portion of both the Lovell Road and the Campbell Station Road interchange rights-of-way;
 - e. The sign face shall not exceed 800 square feet per side and shall be designed to include at least three businesses or tenants;
 - f. The sign shall not exceed 50 feet in overall height;
 - g. The sign shall be setback a minimum of 20 feet and a maximum of 50 feet from the interstate highway right-of-way. Otherwise, the sign shall meet the setbacks for an accessory structure;
 - h. The sign shall have no digital or moving messages;
 - i. The sign shall not be a monopole; and
 - j. The sign shall be assessed in terms of its visual and architectural compatibility with the buildings and tenant spaces which it advertises.
9. Utility uses.
10. Signs, as regulated in the Farragut Municipal Code, or as provided for otherwise in this district.
11. Brewpub, provided the following development criteria are met:
- 1. All manufacturing, processing, packaging, and distribution equipment shall be maintained within completely enclosed structures. All related storage shall also be contained completely within enclosed structures.
 - 2. Loading areas in a newly constructed facility shall be screened with opaque materials and shall not be visible from adjacent rights-of-way or residential districts. Such screening shall be architecturally compatible with the building.
 - 3. For adaptive reuse of existing buildings, newly constructed loading areas should be located to minimize impacts on surrounding rights-of-way and residential areas and screened to the extent feasible. Existing loading areas should be screened to the extent feasible from view from rights-of-way or any adjacent residential district.
 - 4. The use is conditioned upon obtaining necessary permits from the Town of Farragut Beer Board.
- C. *Area regulations.* The purpose of these setback regulations is to create a flexible building envelope that will enable the creative possibilities for development of a parcel to be maximized and to allow consideration of the natural features of a parcel as it is being developed.

Setbacks shall be measured from the nearest point of any property line and all structures shall comply with the following setback requirements. For the purposes of this ordinance, the interstate highway right-of-way shall be considered a rear lot line.

1. *Front yards.*

- a.

Where a parking lot is situated in the front yard between a building and an abutting street, all buildings shall be set back from the nearest point of any right-of-way a minimum of 75 feet;

- b. Where only a driveway aisle is situated in the front yard between a building and an abutting street, all buildings shall be set back from the nearest point of any right-of-way a minimum of 55 feet; or
 - c. Where neither a parking lot nor a driveway aisle is situated in the front yard between a building and an abutting street, all buildings shall be set back from the nearest point of any right-of-way a minimum of 20 feet.
 - d. All accessory structures, excluding detention basin structures (if associated with a low impact development measure), and/or non-roofed structures that provide for pedestrian engagement with the public street (such as outdoor patios, pedestrian facilities, sitting areas, public art), shall be set back from the nearest point of any right-of-way a minimum of 20 feet, except as provided for elsewhere in the Farragut Municipal Code.
 - e. With the exception of linear pedestrian facilities that connect to similar facilities in the right-of-way, no structures shall encroach into the public right-of-way and/or platted utility easements. Detention basin structures that are not associated with a low impact development measure shall be set back from the nearest point of any right-of-way a minimum of ten feet. Electrical substations, utility offices, or any other utility building shall meet the front yard building setback requirements.
 - f. Service areas and their associated structures (e.g., dumpsters, loading areas, utility building) shall be located to the side or rear of a building so as to minimize visual impacts from the street and foster a more pedestrian friendly streetscape.
2. *Side yards.* Buildings (non-accessory) within the OD-RE/E District shall be a minimum of 20 feet apart. Where the abutting property is not within the OD-RE/E District the side setback shall be a minimum of 35 feet.
 3. *Rear yards.* Buildings (non-accessory) shall be set back a minimum of 35 feet.
 4. *Side and rear yards.* All accessory structures shall be set back a minimum of 10 feet, except as provided for elsewhere in this ordinance or the [Farragut] Municipal Code.
 5. *Buffer strips.*
 - a. There shall be a buffer strip a minimum of 50 feet in width on all side and rear property lines when the abutting property is developed as residential;
 - b. Existing, mature vegetation shall be preserved and incorporated into the buffer strip; and
 - c. Detention basins, measured from top-of-slope to top-of-slope, and associated structures shall not be located within any buffer strips.
 6. *Maximum lot coverage.* Total lot coverage: 75 percent.
 7. *Land area.* Minimum lot size of one acre, unless provided for otherwise in this District.
- D. *Height regulations.* Buildings within the OD-RE/E District shall not exceed four stories or 60 feet in height. Buildings proposed within 100 feet of property developed as residential shall not exceed three stories or 45 feet in height. Unless provided for otherwise in this District, accessory structures shall not exceed 35 feet in height.
- E. *Parking.* As regulated in Chapter 4.

In order to minimize the visual impact of surface parking, where parking is situated between a building and a street or is parallel with a building along a street, a berm shall be constructed or landscaping shall be planted so as to limit the viewability of the parking lot from the street. A minimum of 60 percent of the total parking lot length adjacent to the front property line shall be screened from view with a berm or landscaping.

- F. *Streetscape and outdoor open space.* As part of a site plan review, a context appropriate (i.e., appropriate in relation to the proposed development and its physical surroundings) active and interconnected streetscape with visually appealing and functional public spaces is encouraged. Some specific design objectives would be as follows:
1. Locate and orient outdoor open space (e.g., plazas, courtyards, patios, outdoor seating and benches, small park spaces or landscaped features) to provide a focal point to be actively used.
 2. Provide landscape enhancements (e.g., bioswales, rain gardens, planters, flower gardens) to add visual interest, screen parking areas, and complement outdoor open spaces.
- G. *Connectivity.* Development shall provide for context appropriate (i.e., appropriate in relation to the proposed development and its physical surroundings) pedestrian and vehicular connectivity. This shall include providing connections within the property and to abutting properties, pedestrian connections into the development from the public street(s), and the construction of pedestrian facilities along the public street(s) frontages.
- H. *Low Impact Development.* Development shall incorporate a minimum of one of the following Low Impact Development (LID) practices into the design:
1. Twenty-five percent of the parking lot being constructed with permeable pavers;
 2. Stormwater runoff draining to rain gardens;
 3. A building(s) being constructed with a vegetated roof, commonly referred to as a green roof;
 4. Stormwater draining to bioswales/bioretention facilities; or
 5. Rainwater being harvested for irrigation or gray water uses.
- I. *Architectural Materials.* Unless provided for otherwise in this District, buildings that are or exceed two stories and 25,000 square feet shall provide a minimum of 25 percent masonry on the net facade area of the building. All other buildings shall provide a minimum of 60 percent masonry on the net facade area of the building. All buildings, regardless of height and size, shall comply with all other provisions in the ADS.

(Ord. No. 19-24, § 2, 8-22-2019; Ord. No. 20-16, § 6, 9-10-2020; Ord. No. 21-19, § 1, 1-13-2022)

Editor's note— Ord. No. 19-24, § 2, adopted August 22, 2019, repealed the former § XXIV, and enacted a new § XXIV as set out herein. The former § XXIV pertained to regional commercial district, retail/warehousing (C-2-R/W) and derived from Regional commercial district, retail/warehousing (C-2-R/W).