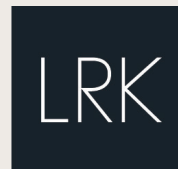


# Brownsville and Haywood County

## Steering Committee Kick-off

March 7, 2023



# Welcome and Overview Introductions

## Purpose of the Process:

To offer immediate coordination assistance in an advisory role to the City of Brownsville, Stanton, and Haywood County regarding:

- land use planning
- community design issues
- professional planning services

# Agenda

## Steering Committee Kick-Off Meeting:

- Outline Phases and Deliverables
- Project Schedule and Process
- Stakeholder Meetings
- Base Maps and Needs
- Draft Ordinance List
- Next Steps
- Wrap-Up Q&A

# Phases and Deliverables

## **Phase 1: Immediate Action**

- Analyze current regulatory documents and codes
- Define critical issues and set priorities
- Provide recommendations for land use and development regulations

## **Deliverables**

- Urgent Ordinance Amendments
- Communication Protocols

# Phases and Deliverables

## **Phase 2: Analysis**

- Identifying Existing Conditions & Land Use
- Group Stakeholder Meetings (End of April - May)
- Existing As-of-Right “Build Out” Analysis (Demand Forecasting & Holding Capacity Forecasting)
- Public Meeting
- Compose Land Use Palette for Draft Alternate Development Scenarios

## **Deliverables**

- Compiled Base Maps and Data
- Vision Statement (Goals) and Growth Principles
- Existing As-of-Right “Build Out” Analysis
- Land Use Palette for Draft Alternate Development Scenarios

# Phases and Deliverables

## **Phase 3: Creating the Vision**

- Alternate Development Scenario Work Session and Subsequent Analysis
- Determine Draft Preferred Future Land Use Plan and Subsequent Analysis
- Public Meeting
- Land Use Plan Report
- Public Unveiling
- Formal Adoption

## **Deliverables**

- Alternate Development Scenarios
- Preferred Future Land Use Plan
- Alternate and Preferred Future Land Use Plan Analysis
- Haywood County Future Land Use Plan and Report



**Fringe Growth Scenario.**

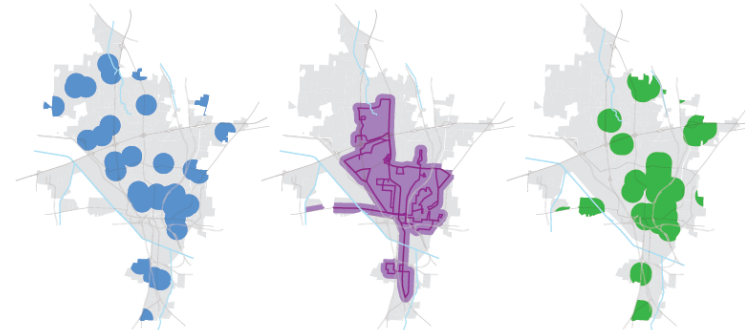
The Fringe Scenario encourages new development within annexed but undeveloped areas on the "fringe" of Jackson's established core, continuing the most recent pattern of growth in Jackson.

**Corridor Growth Scenario.**

The Corridor Scenario leverages the established transportation and transit network focusing development along the primary roadways of the City.

**Node Growth Scenario.**

The Node Scenario targets development and growth in established neighborhoods and districts of the City, many of which are areas where major corridors intersect.



**Access to Schools**  
 .5 mile (10-minute walk) of existing primary and secondary schools (public/private)

**Access to Transit**  
 .25 mile (5-minute walk) of existing transit routes

**Access to Parks**  
 .5 mile service area of local parks

**Data Analysis Process**

A study area was created for each growth scenario representing the geographic area where future development and investment is to occur under that scenario. Using spatial analysis, the various development influences and assessment factors were mapped and overlaid on top of the growth scenario study areas.

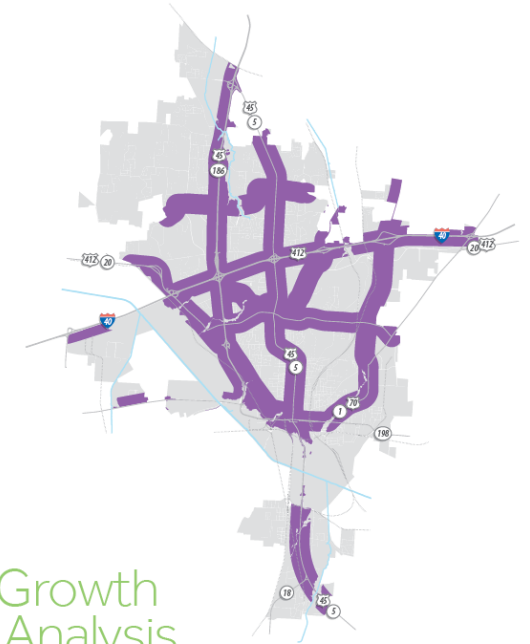
This allowed for calculation of the portion of each study area located within an assessment factor's coverage areas. For example, by overlaying park service area on top of the Node Scenario study area, it can be stated that within that scenario 43% of future residents would be served by existing local parks. This process allowed for a side-by-side comparison of growth scenario performance related to the quantitative assessment factors.

**Growth Scenario Summaries**

The results of each growth scenario assessment are summarized in the following sections:

- Development potential;
- Transportation;
- Infrastructure;
- Parks;
- Environment;
- Schools; and,
- Land use implications.

Quantitative data regarding development potential and service area coverage are provided in a table to allow for comparison with the other growth scenarios.



**Corridor Growth Scenario Analysis**

The Corridor Scenario considers a development pattern that focuses development along major roadways throughout the City. These "corridors," which comprise Interstate 45 and principal and minor arterial roadways, serve as connections between residential neighborhoods, larger commercial areas such as business parks and malls, and community amenities such as parks, health care complexes, and cultural centers.

The Corridor Scenario leverages the established transportation and transit network focusing development along the primary roadways of the City.

All of Jackson's established commercial districts are located along major roadway corridors which present favorable development opportunities for a range of uses.

Jackson's primary north-south development corridors include the US-45 Bypass, Highland Avenue, Campbell Street, and Dr. F. E. Wright Drive. The City's east-west corridors consist of Oil Well Road, I-40, North Parkway, and US-70/Chester Street. The Corridor Scenario consists of a quarter-mile buffer on either side of these roadways.

## Market Analysis

The following is a market assessment for the master planning process in the City of Farmington Hills. The focus is on market conditions and is based on data mining, analytics, and analytical methods. The indicated demand is based on historical data, new data developed on area property sales and rentals, data mined from a large sample survey of area residents, analytics from surveys of several thousand households in neighboring areas of Michigan conducted in the past two years by The Chesapeake Group for other public and private sector clients, and demand forecasting for residential and non-residential activity.

### Historical Development Pattern for Added Rooftops

Farmington Hills is situated within Oakland County, which provides context for market opportunities within the City. Oakland County has seen substantial growth in households since 2011, or the close of the Great Recession. More than 29,000 new housing units were permitted in Oakland County between 2011 and 2021. Of these units, about 23,000 were single-family, detached homes, and roughly 6,000 were attached multi-household units. The latter represents 21 percent of all units permitted from 2011 to 2022. The share of attached units to total units has increased in the past few years.

Table 1 - New Housing Units Permitted in Oakland County for Select 2011 through 2022 Time Period\*

Oakland County	Total	Annual Average
Total Units	29,022	2638
Units in Single-Family Structures	23,060	2096
Units in All Multi-Family Structures	5,962	542
Units in 2-unit Multi-Family Structures	208	19
Units in 3- and 4-unit Multi-Family Structures	725	66
Units in 5+ Unit Multi-Family Structures	5,029	457

\*Developed by The Chesapeake Group, Inc., 2022. Based on HUD's permit database.

Farmington Hills reported modest growth in housing units permitted between 2011 and 2022. A total of just over 330 new homes were permitted during those years. The increase represents about one percent of the Oakland County total. The growth was limited by the availability of undeveloped lots and the added cost of redevelopment on other sites.

Table 2 - New Housing Units Permitted in Farmington Hills for 2011 through 2022\*

Farmington Hills	Total	Annual Average
Total Units	331	30
Units in Single-Family Structures	315	29
Units in All Multi-Family Structures	16	1
Units in 2-unit Multi-Family Structures	8	1
Units in 3- and 4-unit Multi-Family Structures	0	0
Units in 5+ Unit Multi-Family Structures	8	1

\*Developed by The Chesapeake Group, Inc., 2022. Based on HUD's permit database.

Market share is an important economic concept implying "holding one's own" or maintaining economic parity. The idea of market share is not linked to the holding capacity of available land, current zoning, or any existing development regulations.

If Farmington Hills held its "market share" of new units permitted in the County between 2011 and 2022, 1,589 new units would have been permitted since Farmington Hills' population and households represent over six percent of the County's population and households.

Table 3 - Farmington Hills Market Share of Permits for Oakland County for 2011 through 2022\*

Oakland County	Market Share
Total Units	1589
Units in Single-Family Structures	1262
Units in All Multi-Family Structures	326
Units in 2-unit Multi-Family Structures	11
Units in 3- and 4-unit Multi-Family Structures	40
Units in 5+ Unit Multi-Family Structures	275

\*Developed by The Chesapeake Group, Inc., 2022. Based on HUD's permit database.

### Resident Survey Analytics

Fundamental to the market assessment is a survey of area residents conducted online. More than 700 "unique" households, defined by IP addresses, responded to the survey. The following are characteristics of the households that responded to the survey.

#### Sample Characteristics

- Respondents to the survey primarily reside in four zip code areas, with the majority living in 48336 and 48334.

Table 4 – Zip Code Areas for Respondent Households\*

Zip Code	Percent
48331	21%
48334	23%
48335	20%
48336	33%
Others	4%
Total	100%

\*The Chesapeake Group, Inc., 2022

- The average household contains 2.87 persons.
- About seventy percent of the household primary income earners are between 35 and 64.
- About fifteen percent of the households have one or more children six years of age or younger.
- Ninety-four percent of the households live in Michigan at least forty-eight weeks of the year.
- About eight in ten households have one or more members employed full-time. Roughly twenty-two percent have no one employed full-time, closely paralleling the households where the primary income

earner is at least 65 years of age. Sixty-nine percent do not have a member employed part-time. Furthermore, nine in ten households have no one employed part-time or unemployed that would like to be employed full-time.

- More than one-half of all households have someone who works from home.

Table 5 - Households Having Someone Employed Working from Home\*

Employed Working from Home	Percent
Yes	8%
Yes, 1 person	36%
Yes 2 or more people	16%
No	31%
Not applicable	10%
Total	100%

\*The Chesapeake Group, Inc., 2022

- The annual mean average household income is just over \$150,000. (The mean average is typically significantly higher than the median average income employed by the Census Bureau.)
- More than nine of ten responding households own their home.

#### Transportation

Households generally spend the most of their income and resources on three essential commodities: transportation, food, and housing.

- The preponderance of households (eighty-five percent) owns or leases at least two personal vehicles.
- The majority of the vehicles are five years of age or older. These vehicles generally have no or lesser monthly loan payments.
- Ninety percent of the owned or leased vehicles are not electric. However, forty-three percent plan on purchasing an electric vehicle in the next few to five years.

Table 6 - Number and Characteristics of Current and Future Owned and Leased Vehicles\*

# of Vehicles	Owned	Older than 5 years	Electric	Plan on Purchasing an Electric
0	0%	32%	90%	16%
1	15%	34%	9%	37%
2	54%	23%	1%	5%
3 or more	31%	11%	0%	1%
Total	100%	100%	100%	100% (includes 41% that will not)

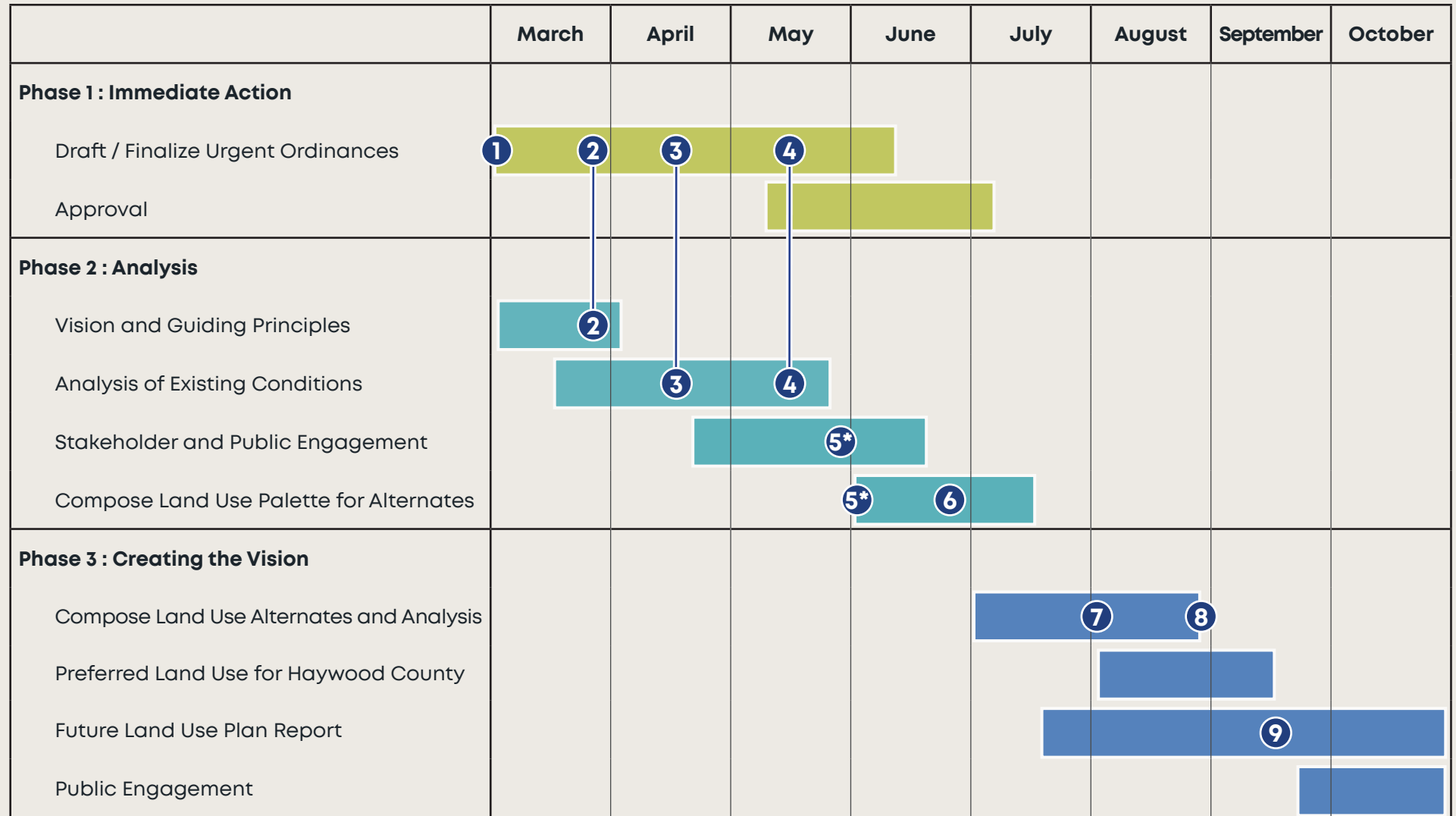
\*The Chesapeake Group, Inc., 2022

- Almost three-fourths of the households have someone that walks once a week or more often for fitness, recreation, or commuting purposes.
- An additional fifteen percent generally walk for one or more of those purposes a few times a month.
- About one-fourth of all households have one or more members who ride a bicycle for fitness, recreation, or commuting purposes at a minimum of once per week. An additional two in ten households have someone that does so generally a few times a month.

# Market Analysis Example : Farmington Hills Market Assessment



# Project Schedule



# Steering Committee Meeting  
 \* Option to combine meetings

# Process

## Sub-Consultants

- Demand Forecasting, Holding Capacity Forecasting
- Land Use Development Alternates Fiscal Analysis, and Preferred Future Land Use Plan
- Transportation, Infrastructure, and Utility Considerations and Review

# Process

## Steering Committee Engagement

- Engage with Steering Committee to identify special conditions for consideration
- Visioning and Preliminary Growth Principles Worksession
- Land Use Palette for Draft Alternate Development Scenarios
- Alternate Land Use Scenarios Worksession
- Establish a Draft Preferred Land Use Scenario
- Review and Provide Feedback on Final Report

# Public Process

## Group Stakeholder Meetings

- 2 days of Small Group Discussions with Local Stakeholders (4th week of April, 1st week of May)

## Public Open Houses

- Existing Demand Forecasting and Holding Capacity, Vision, and Growth Principles (1st week of June)
- Draft Preferred Land Use Scenario and Preliminary Countywide Future Land Use Plan (Last week of August)
- Public Unveiling of the Future Land Use Plan (Last week of September)

# Steering Committee Responsibilities

## 1. Guide, Inform and Direct Process

- Existing Information and Studies
- Direct Questions and Requests

## 2. Advise Public Engagement

- Inform Development of Topics and Discussion
- Location/Venues

## 3. Public Outreach and Participation

- Media
- Civic and Community Organizations
- Community Leaders
- Attendance and Participation

# Steering Committee Responsibilities

## 4. Review Materials

- Summaries, Drafts, and Recommendations
- Approvals

## 5. Scheduled Meetings

- Coordination, Next Steps, and Updates
- Zoom/Virtual Options

## 6. Share

- Share Results in the Community
- Listen to and Relay Feedback
- Build Consensus

# Next Steps Stakeholder Meetings

## Group Stakeholder Meetings

- Define Composition of Stakeholder Groups by next Steering Committee Meeting (March 28th)
- Example Stakeholder Groups (10-15 per group):
  - Location based Listening Groups
  - Youth, Education, Recreation
  - Municipal, Services, Agencies
  - General Welfare, Culture
  - Employers and Economic Activity
  - Large Property Owners
- Potential Dates (2 Proposed Sessions):
  - Thursday, April 27th
  - Thursday, May 4th
- Locations?

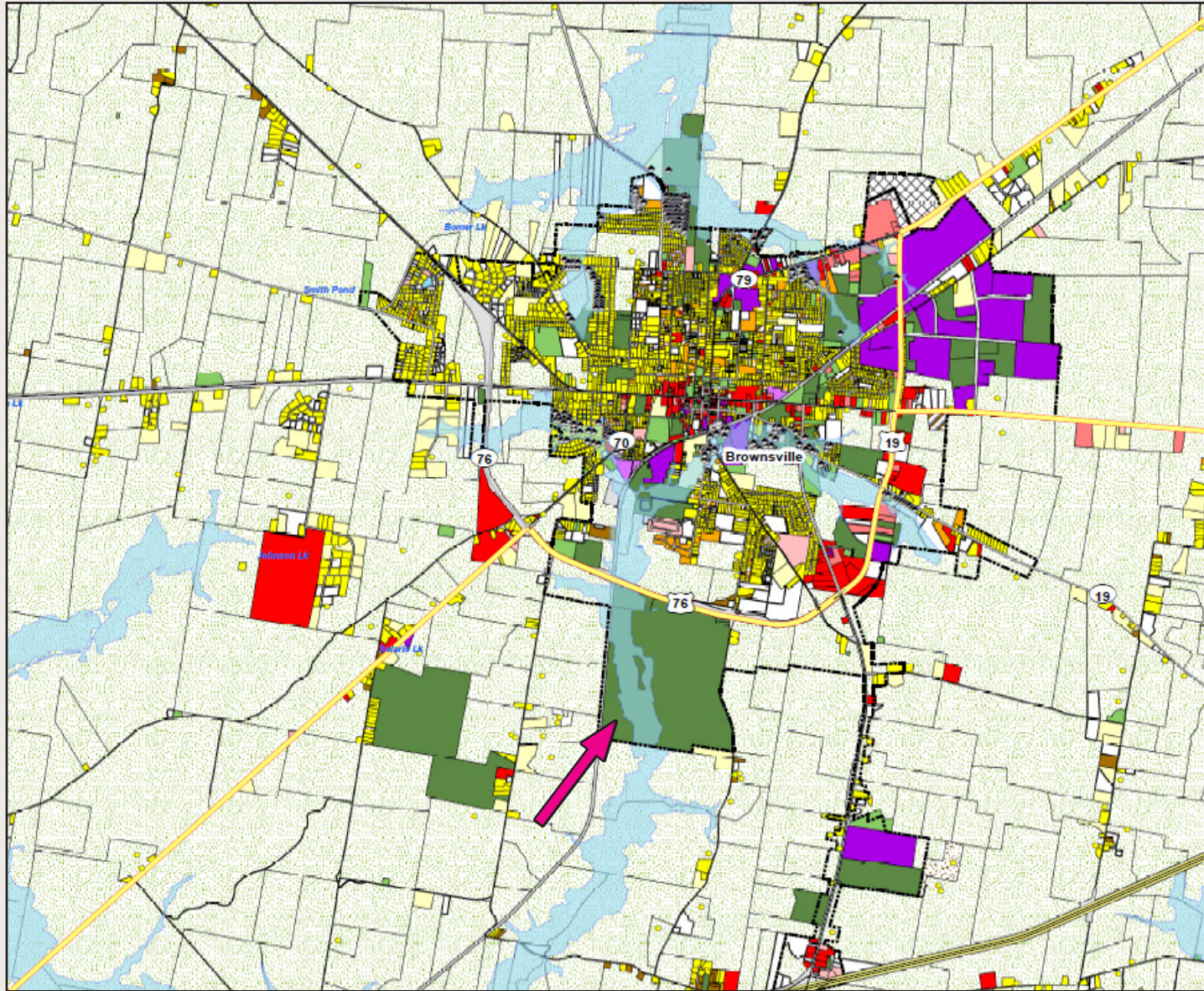
# Base Mapping Existing Conditions Information and Needs

ITEM	GIS	PDF	OTHER	NEED	SOURCE
<b>Land Use</b>					
Haywood County Existing Land Use	✓				Southwest Tennessee Development District
Haywood County Existing Land Use	✓	✓			Tennessee Comptroller of the Treasury
<i>Note: Haywood County Existing Land Use from different sources do not match.</i>					
<b>Zoning</b>					
Haywood Zoning	✓				Southwest Tennessee Development District
Brownsville Zoning	✓				Southwest Tennessee Development District
Stanton Zoning	✓				Southwest Tennessee Development District
County Boundary	✓				State of Tennessee STS GIS
Amended Growth Boundary	✓				Southwest Tennessee Development District
Blue Oval City Boundary			✓	NEED	Online Image
<i>Note: Parcels in Brownsville Zoning do not match Haywood Zoning.</i>					
<b>Transportation</b>					
Haywood County Proposed Major Road Plan	✓				Southwest Tennessee Development District
Haywood County Existing Major Road Plan	✓				Southwest Tennessee Development District
Haywood County All Roads	✓				US Census Bureau
Haywood County Functional Classification		✓			TDOT
Brownsville Functional Classification		✓			TDOT
Stanton Functional Classification				NEED	
<i>Note: The category in Haywood County Proposed/Existing Major Road Plan does not match Haywood County Functional Classification.</i>					
<b>Environment</b>					
Protected Area	✓				Tennessee Spatial Data Nexus
Soil Type	✓				NRCS/SSURGO Data
Flood	✓				FEMA
Tree Coverage				NEED	
<b>Hydrology</b>					
Memphis Aquifer Zone	✓				University of Memphis
Memphis Recharge Zone	✓				University of Memphis
Rivers & Streams	✓				US Geological Service
Body of Water	✓				State of Tennessee/US Census Bureau
Watershed	✓				Division of Water Resources
<b>Utility</b>					
Water Line	✓				Brownsville/Haywood Utility District
Water Wells	✓				US Census Bureau
Sewer Line	✓				Brownsville/Haywood Utility District
Forcemain (Blue Oval City)	✓				Tipton County GIS Board
Power/Transmission				NEED	
Gas/Pipeline				NEED	
Waste Water Treatment Plant				NEED	
<b>Facilities</b>					
Library	✓				Tennessee Spatial Data Nexus
Hospital	✓				Tennessee Spatial Data Nexus
Fire Station	✓				Tennessee Spatial Data Nexus
School	✓				Tennessee Spatial Data Nexus
Police Station			✓		Google Map



# Haywood County Existing Land Use, GIS

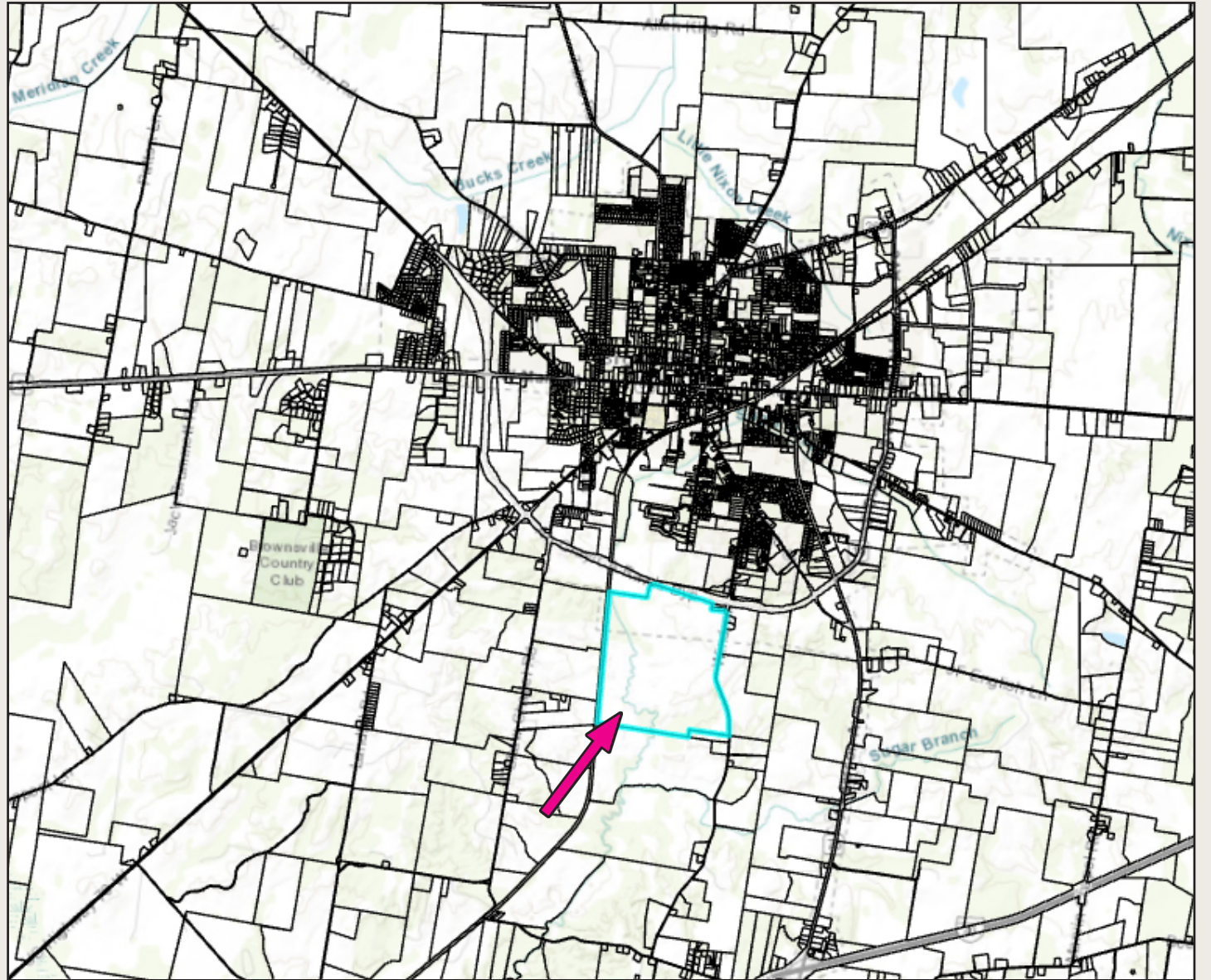
Tennessee Comptroller of The Treasury



Land Use Class: 31 Public Use

# Haywood County Existing Land Use, GIS

Southwest Tennessee Development District

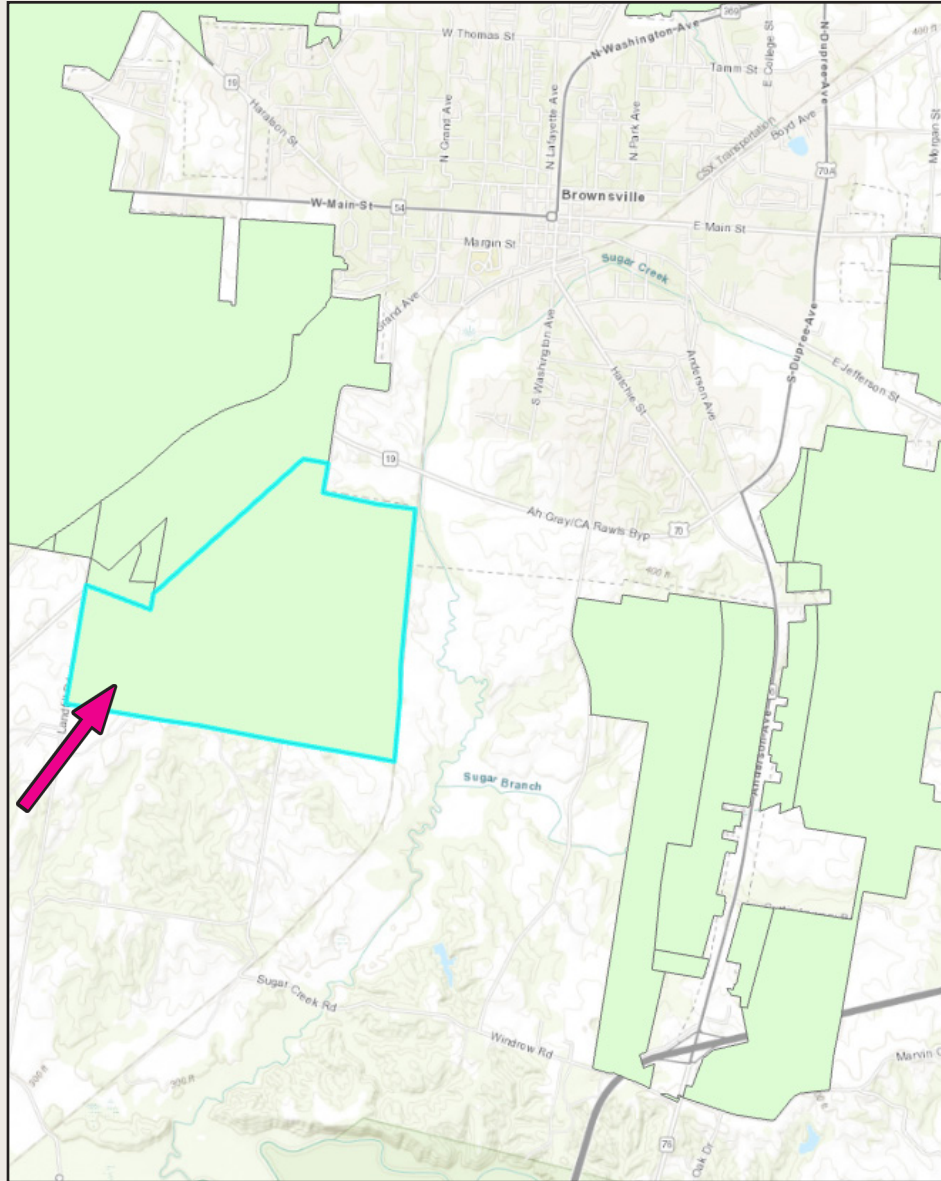


Land Use Class: 81 Agriculture and Related Activities



# Brownsville Regional Zoning, GIS

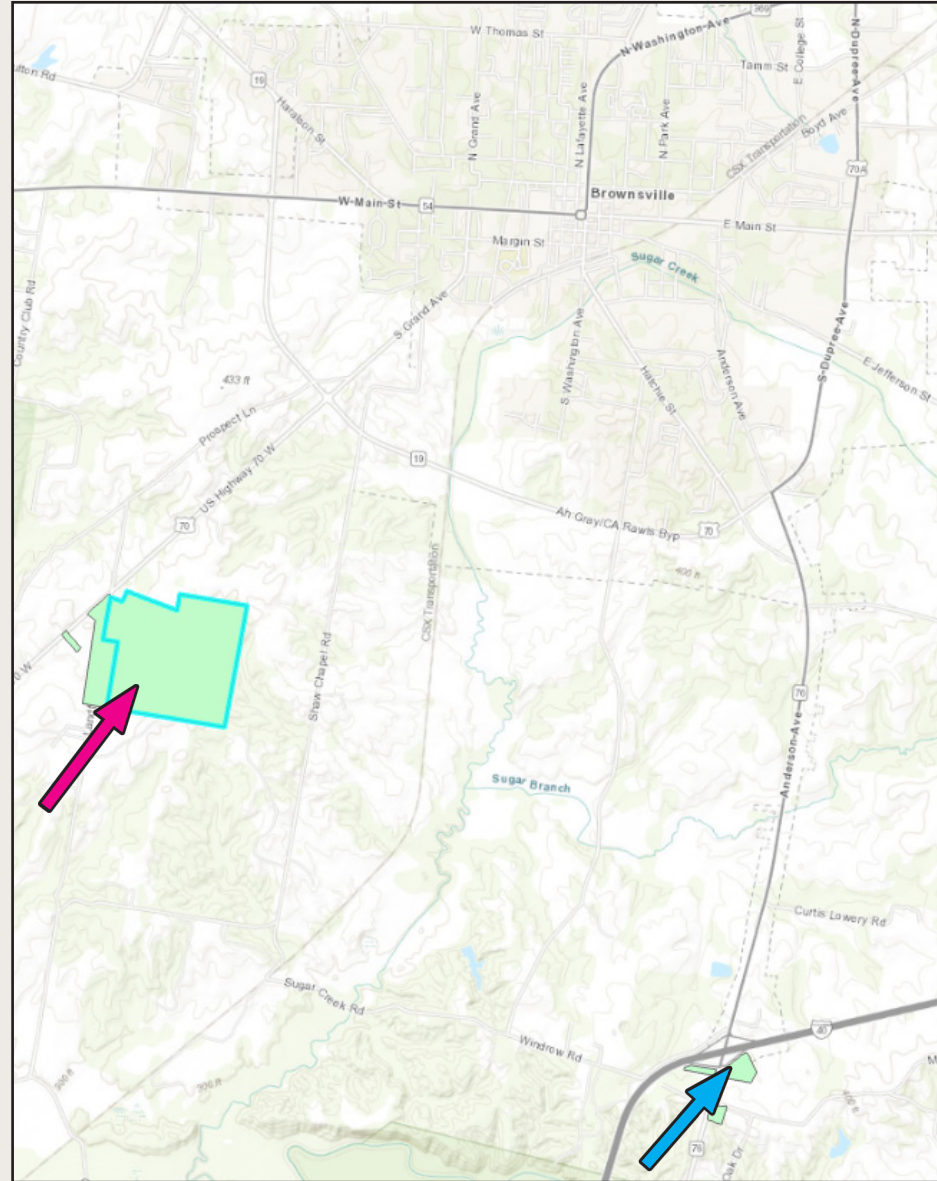
Southwest Tennessee  
Development District



Zoned FAR

# Haywood County Zoning, GIS

Southwest Tennessee  
Development District

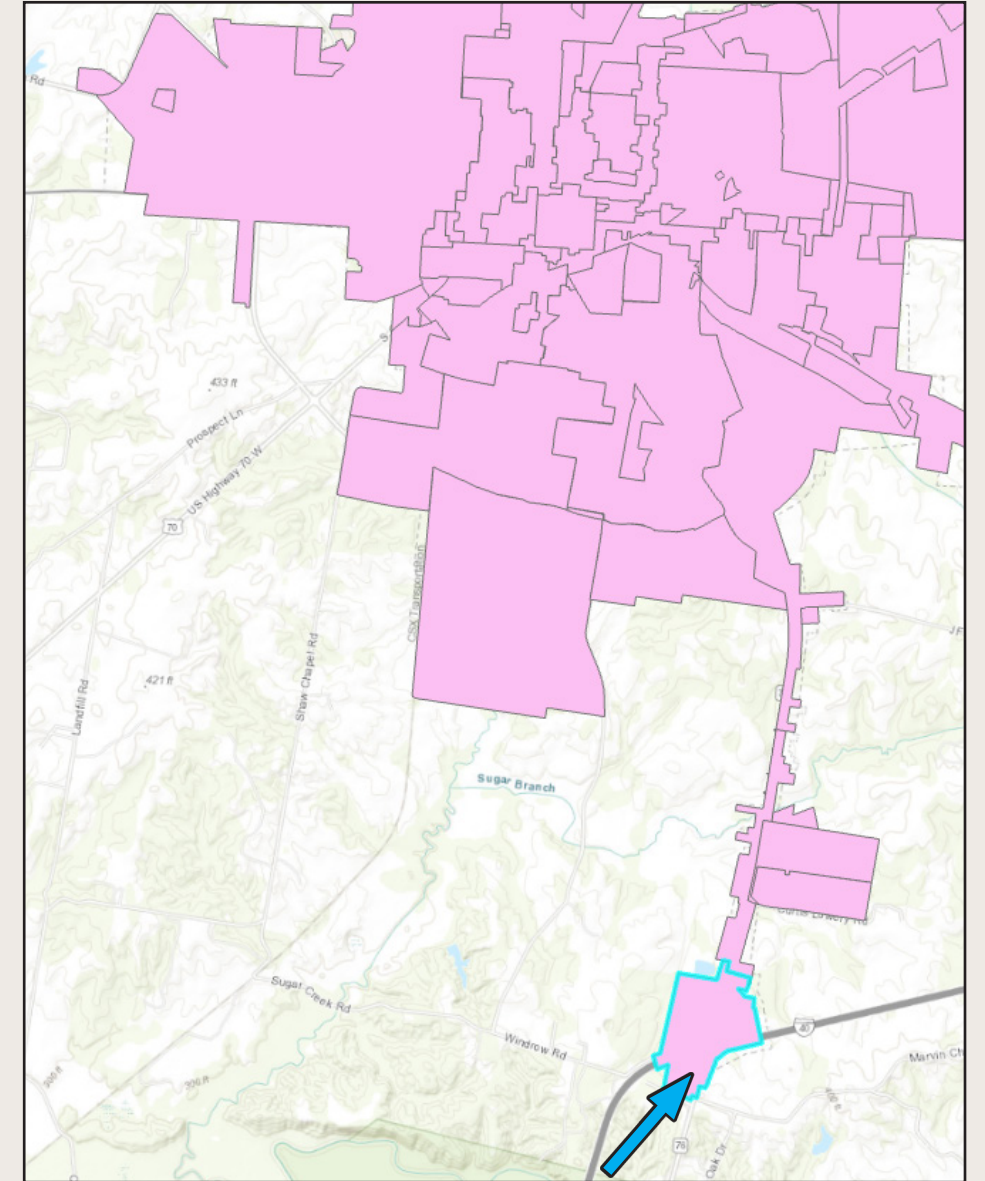


Left Parcel  
Zoned I-2

Right Parcel  
Zoned Commercial

# Brownsville Municipal Zoning, GIS

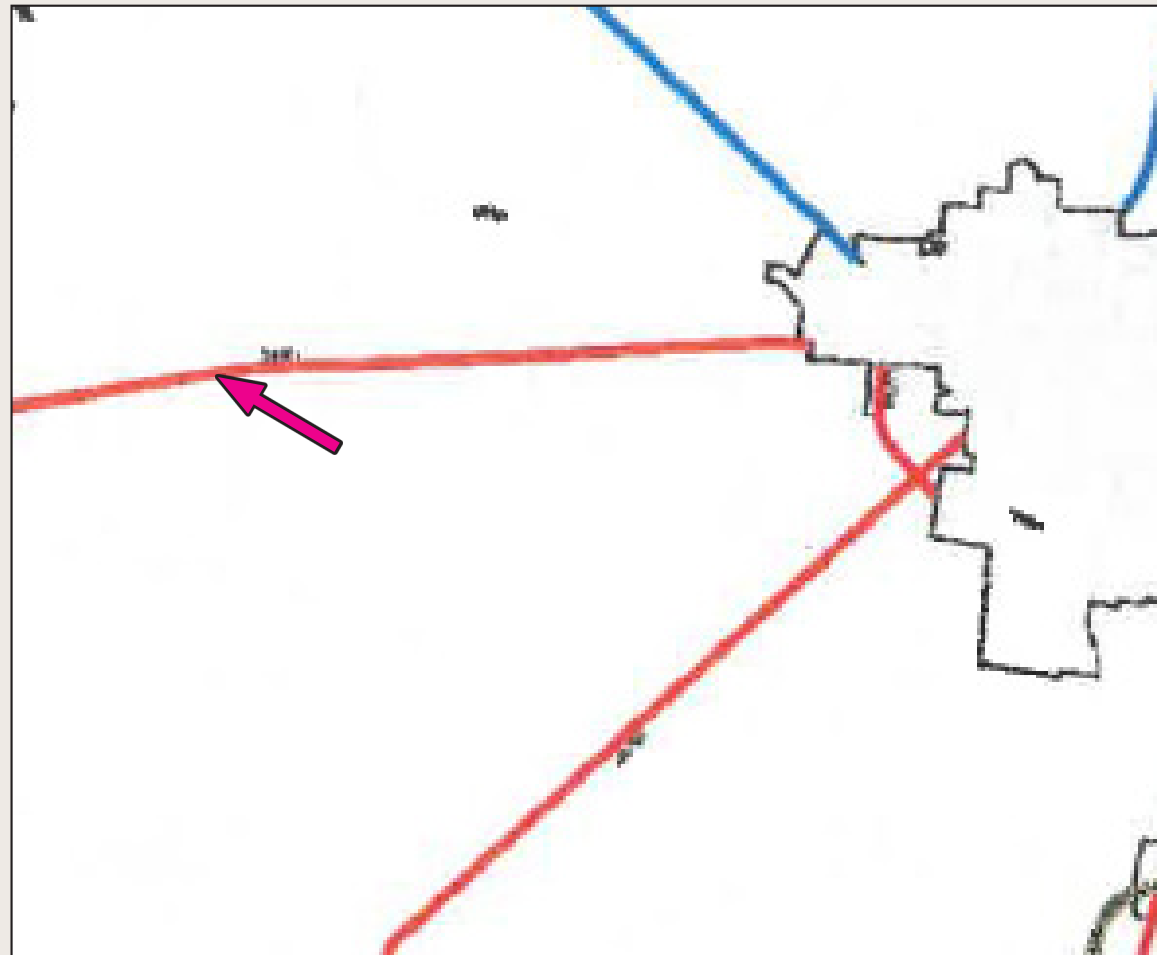
Southwest Tennessee  
Development District



Zoned General Commercial

# Haywood County Existing Major Road Plan, GIS

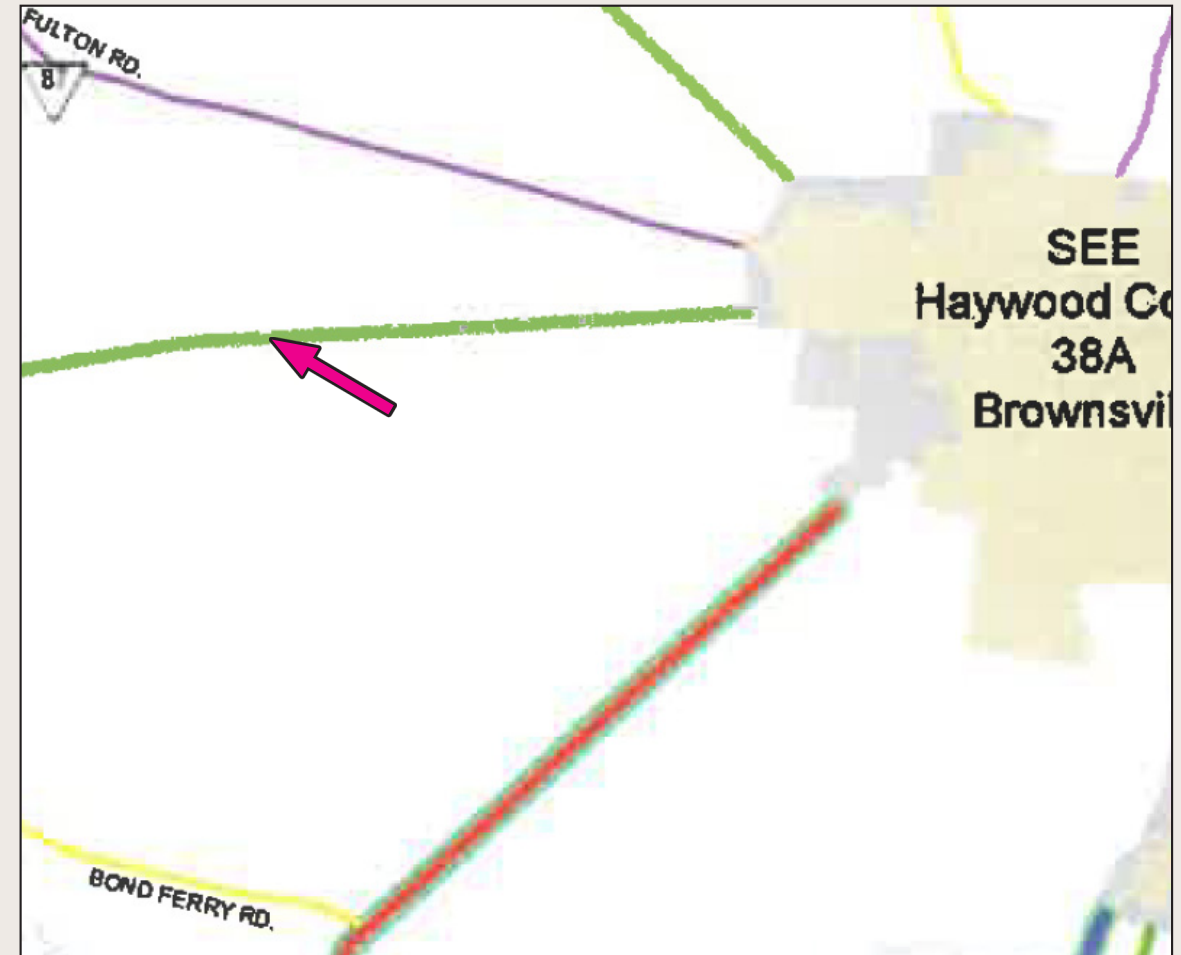
Southwest Tennessee  
Development District



Classification: Major Arterial

# Haywood County Functional Classification System, PDF

TDOT



Classification: Minor Arterial

# Draft Ordinance

## Proposed Ordinance Issues / Priorities

### Proposed Process

- Identify Issues with Steering Committee and legislative bodies
- Draft ordinance language with legislative bodies
- ‘Resolution(s) A’ Proposed: Focus on Application Process
  - Fees
  - Requirements
  - Process
  - Review and Consideration
  - Proposed Timeline for Approvals

### Ordinance Issues / Priorities

- Add “Planning Director” to Definitions
- Add “Submission Provisions” to County Ordinance

**Questions?**

Thank you

Send questions to:

Jonathan Flynt at [jflynt@lrk.com](mailto:jflynt@lrk.com)

Rachel Helton at [rhelton@lrk.com](mailto:rhelton@lrk.com)