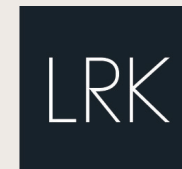


Haywood Next: Future Land Use Plan

Steering Committee Meeting #4

May 16, 2023



Introduction

Agenda

Steering Committee Meeting #4:

- Sub-Consultant Presentation
- Stakeholder Meeting Summary
- Draft Suitability Map
- Draft Ordinances
- Next Steps
- Wrap-Up Q&A

Preliminary Market Demand Estimates Synopsis Howard Kohn

Concepts

1. Why Housing Units are More Important than Population
2. Terminology - Single and Multi-family Housing Units really
Detached and Attached Housing Units
3. Market Share
4. Latent Demand
5. Natural Pattern Estimates + Blue Oval Estimates
6. Multiplier
7. Supportable Square Feet of Space
8. "But-for"

**Preliminary Market
Demand Estimates
Synopsis
Howard Kohn**

Natural Household Growth based on Historical Patterns

5 Years	
<i>Natural/Historic Based</i>	<i>Total Units</i>
Alternative A Low Interest Rates	120
Alternative B Rising Housing Values	270
Alternative C Ups & Downs in Market	170
10 Years	
<i>Natural/Historic Based</i>	<i>Total Units</i>
Alternative A Low Interest Rates	240
Alternative B Rising Housing Values	540
Alternative C Ups & Downs in Market	340
20 Years	
<i>Natural/Historic Based</i>	<i>Total Units</i>
Alternative A Low Interest Rates	480
Alternative B Rising Housing Values	1,080
Alternative C Ups & Downs in Market	680

Preliminary Market Demand Estimates Synopsis
Howard Kohn

Blue Oval growth will exceed 2011 through 2022 and sub-timeframe natural household growth in all cases (3 Options)

5 Years			
<i>Natural/Historic Based</i>	<i>Total Units</i>	<i>Blue Oval</i>	<i>Blue Oval Exceeds Natural</i>
Alternative A Low Interest Rates	120	384	yes
Alternative B Rising Housing Values	270	384	yes
Alternative C Ups & Downs in Market	170	384	yes
10 Years			
<i>Natural/Historic Based</i>	<i>Total Units</i>	<i>Blue Oval</i>	<i>Blue Oval Exceeds Natural</i>
Alternative A Low Interest Rates	240	870	yes
Alternative B Rising Housing Values	540	870	yes
Alternative C Ups & Downs in Market	340	870	yes
20 Years			
<i>Natural/Historic Based</i>	<i>Total Units</i>	<i>Blue Oval</i>	<i>Blue Oval Exceeds Natural</i>
Alternative A Low Interest Rates	480	1,615	yes
Alternative B Rising Housing Values	1,080	1,615	yes
Alternative C Ups & Downs in Market	680	1,615	yes

Preliminary Market Demand Estimates Synopsis
Howard Kohn

Total Household Growth for Natural and Blue Oval

5 Years				
<i>Natural/Historic Based</i>	<i>Total Units</i>	<i>Blue Oval</i>	<i>Blue Oval Exceeds Natural</i>	<i>Subtotal</i>
Alternative A Low Interest Rates	120	384	yes	504
Alternative B Rising Housing Values	270	384	yes	654
Alternative C Ups & Downs in Market	170	384	yes	554
10 Years				
<i>Natural/Historic Based</i>	<i>Total Units</i>	<i>Blue Oval</i>	<i>Blue Oval Exceeds Natural</i>	<i>Subtotal</i>
Alternative A Low Interest Rates	240	870	yes	1,110
Alternative B Rising Housing Values	540	870	yes	1,410
Alternative C Ups & Downs in Market	340	870	yes	1,210
20 Years				
<i>Natural/Historic Based</i>	<i>Total Units</i>	<i>Blue Oval</i>	<i>Blue Oval Exceeds Natural</i>	<i>Subtotal</i>
Alternative A Low Interest Rates	480	1,615	yes	2,095
Alternative B Rising Housing Values	1,080	1,615	yes	2,695
Alternative C Ups & Downs in Market	680	1,615	yes	2,295

Total Household Growth for Natural, Blue Oval, and “But For” with Multiplier

5 Years					
<i>Natural/Historic Based</i>	<i>Total Units</i>	<i>Blue Oval</i>	<i>Blue Oval Exceeds Natural</i>	<i>Subtotal</i>	<i>W “But For”</i>
Alternative A Low Interest Rates	120	384	yes	504	639
Alternative B Rising Housing Values	270	384	yes	654	789
Alternative C Ups & Downs in Market	170	384	yes	554	746
10 Years					
<i>Natural/Historic Based</i>	<i>Total Units</i>	<i>Blue Oval</i>	<i>Blue Oval Exceeds Natural</i>	<i>Subtotal</i>	<i>W “But For”</i>
Alternative A Low Interest Rates	240	870	yes	1,110	2,198
Alternative B Rising Housing Values	540	870	yes	1,410	2,498
Alternative C Ups & Downs in Market	340	870	yes	1,210	2,298
20 Years					
<i>Natural/Historic Based</i>	<i>Total Units</i>	<i>Blue Oval</i>	<i>Blue Oval Exceeds Natural</i>	<i>Subtotal</i>	<i>W “But For”</i>
Alternative A Low Interest Rates	480	1,615	yes	2,095	6,113
Alternative B Rising Housing Values	1,080	1,615	yes	2,695	6,713
Alternative C Ups & Downs in Market	680	1,615	yes	2,295	6,313

Preliminary Market Demand Estimates Synopsis
Howard Kohn

Number of Acres Absorbed at Various Density (Units/Acre)

<i>20 Year</i>	<i>1 unit/ 5 acres</i>	<i>1 unit/ 3 acres</i>	<i>1 unit/ 2 acres</i>	<i>1 unit/ 1 acre</i>	<i>2 units/ 1 acre</i>	<i>4 units/ 1 acre</i>	<i>8 units/ 1 acre</i>	<i>10 units/ 1 acre</i>	<i>15 units/ 1 acre</i>
Haywood Co.	33,565 acres	20,139 acres	13,426 acres	6,713 acres	3,357 acres	1,678 acres	839 acres	671 acres	447 acres

**Preliminary Market
Demand Estimates
Synopsis**
Howard Kohn

Comments & Questions

Stakeholder Meetings Summary

Feedback Aligned Around Four Basic Principles:

- Greater Variety and Choices
- Invest in existing communities
- Inclusion of all residents
- Preserve what matters most and enhance

Stakeholder Meetings Summary

Question #1: Favorite Local Spot, Drive, Activity, or Event

- General sense of community and small-town feel
- Open and Natural Spaces - Hatchie Wildlife Refuge, O'Neal Lake, and Webb Banks Park
- Farmland
- Brownsville's Court Square
- August Fest, Blues Fest, Boss Hog, Fall Festival, and more
- Peace, Serenity, Safety, and Security

Stakeholder Meetings Summary

Question #2: Not present today that you want to experience in the future

- Variety in Services, Businesses, and Places
- Multi-Purpose Civic/Gathering Spaces
- Variety in Housing Types and Prices
- Additional Retail and Restaurant options
- Expanded Recreational Opportunities
- Dedicated facilities for special needs adults, older generations
- Activities, events, and educational courses for younger generations

Stakeholder Meetings Summary

Question #3: The focus of development and redevelopment

- Prioritizing development and investment in existing communities
- Special attention to select corridors and community gateways
- Build out with an emphasis on maintaining a connection between town centers and future development
- Maintain and strengthen Brownsville's Court Square

Stakeholder Meetings Summary

Stakeholder Groups

- Geographic Interest / Property Owners
 - Tools and approaches to support property owners
- General Welfare / Culture
 - Maintain affordability and cultivate connections
- Municipal and Utility
 - Improve access to & quality of healthcare
- Employers and Economic Activity
 - Transit and walkable options in communities
- Youth / Education / Recreation
 - Dedicated and varied spaces

Vision and Growth Principles Revised Draft

Draft Vision Statement

To ensure that Haywood County respects, preserves, and enhances its values, diversity, history, quality of life, and character as the community grows.

Draft Planning Objectives

1. Develop an achievable growth strategy that is impactful to the lives of both current and future citizens of Haywood County.
2. Adopt zoning amendments and Development and Design Guidelines, and other planning tools, as necessary to implement the growth strategies for Haywood County.
3. Incorporate community participation into all stages of the planning process including requiring developers to engage and inform citizens prior to or during the early stages of the development review process.

Vision and Growth Principles

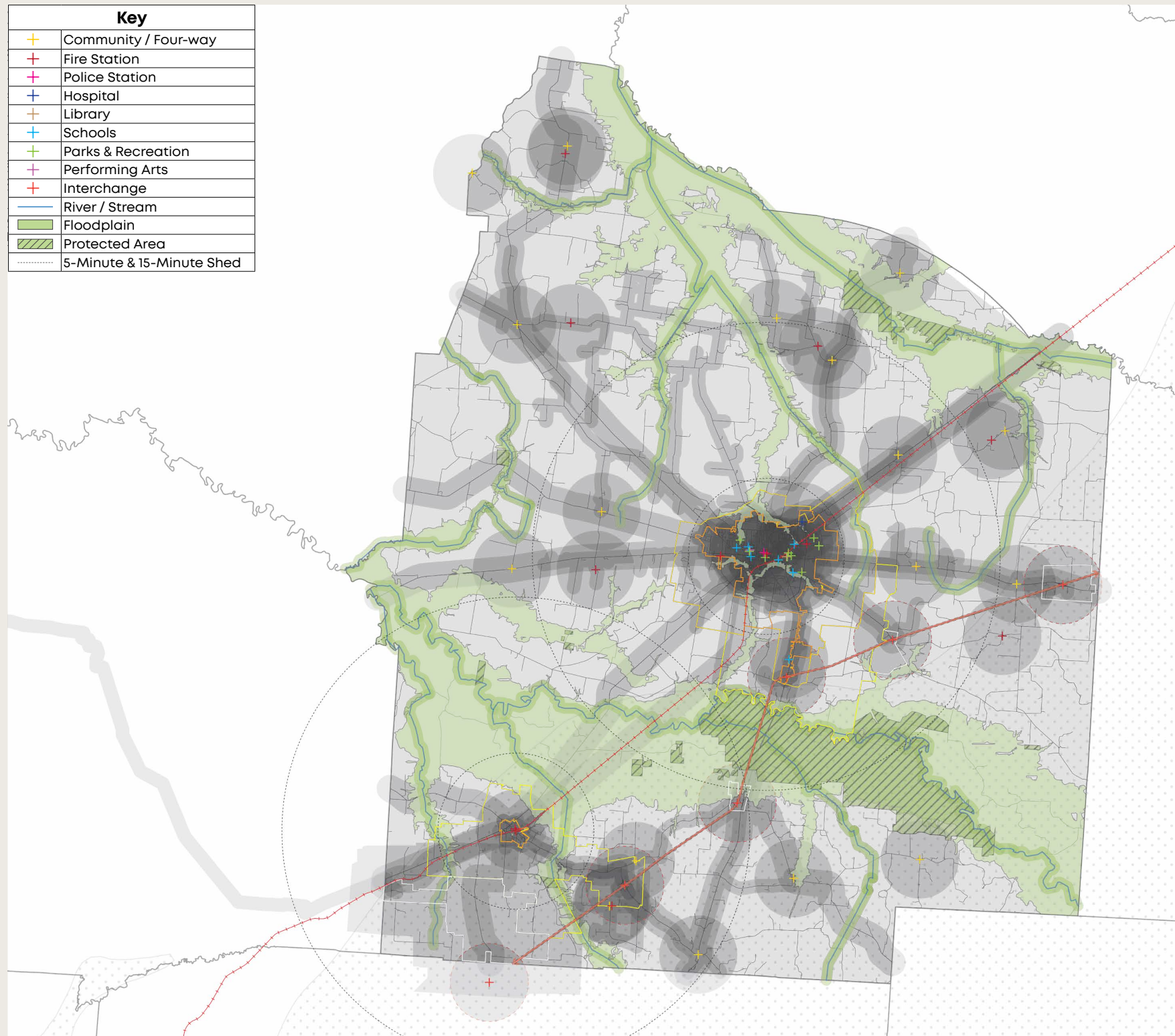
Revised Draft

Draft Growth Principles

1. Accommodate growth and change while ensuring the scale and nature of investment does not erode or degrade the rural character, iconic landscapes, productive farmland, environmentally sensitive areas that should be protected for future generations.
2. Encourage improvement, revitalization, and beautification of existing communities, corridors, and gateways including the maintenance and reuse of existing structures.
3. Guide growth and focus investment to occur in and around existing communities, thereby preserving the County's rural character, agricultural lands, and natural environment.
4. Locate public and private facilities in existing communities or designated growth areas to be more accessible to citizens and complementary to the surrounding area.
5. Promote high-quality places that enhance small town charm, provide inclusive public space, foster personal growth, and support small businesses.
6. Provide a wider variety of housing types and range of development forms with an emphasis on maintaining affordability and promoting inclusion for people of all lifestyles, ages, and economic means.
7. Improve the walkability of communities and increase options for walking, biking, and transit.

Draft Suitability Map Next Steps

Key	
+	Community / Four-way
+	Fire Station
+	Police Station
+	Hospital
+	Library
+	Schools
+	Parks & Recreation
+	Performing Arts
+	Interchange
—	River / Stream
■	Floodplain
▨	Protected Area
⋯	5-Minute & 15-Minute Shed



Communication Website and Survey

Project Webpage

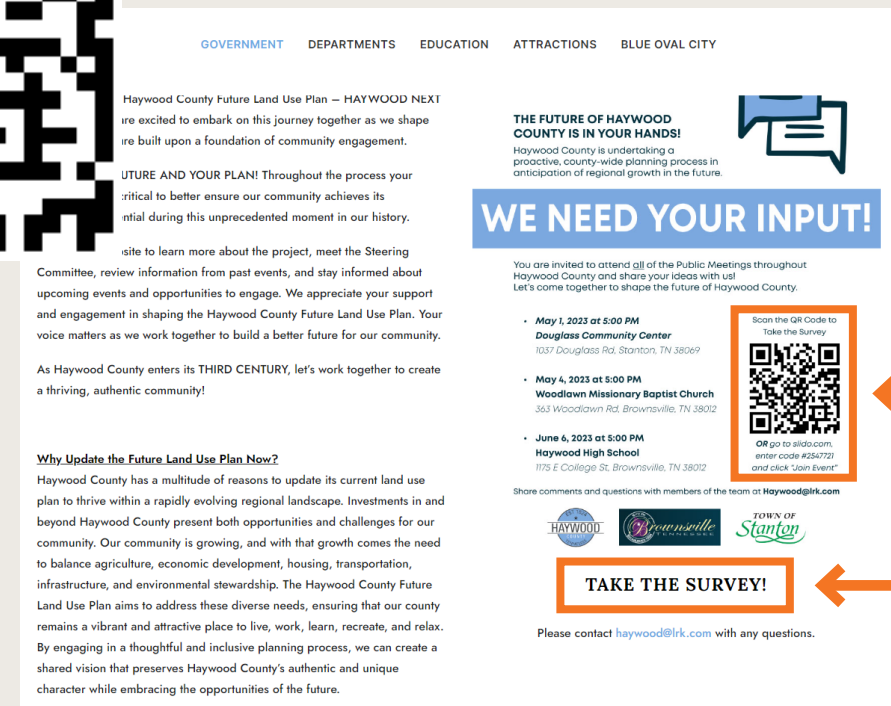
www.haywoodtn.gov/government/development

Project Survey

Encourage everyone you know to take the survey!



SCAN the QR Code
OR go to [slido.com](https://www.slido.com),
enter code **#2547721**
and click **“Join Event”**



The screenshot shows the Haywood County website page for the Future Land Use Plan. The navigation bar includes: GOVERNMENT, DEPARTMENTS, EDUCATION, ATTRACTIONS, BLUE OVAL CITY. The main content area features a heading "THE FUTURE OF HAYWOOD COUNTY IS IN YOUR HANDS!" and a sub-heading "WE NEED YOUR INPUT!". Below this, there are three public meeting events listed: May 1, 2023 at 5:00 PM at Douglass Community Center; May 4, 2023 at 5:00 PM at Woodlawn Missionary Baptist Church; and June 6, 2023 at 5:00 PM at Haywood High School. A QR code is highlighted with an orange box and labeled "SURVEY QR CODE". Below the QR code is a button labeled "TAKE THE SURVEY!" which is also highlighted with an orange box and labeled "SURVEY LINK". The page footer includes logos for Haywood, Brownsville, and Stanton, and a contact email: haywood@lrk.com.

**SURVEY
QR CODE**

**SURVEY
LINK**

Communication
Branding



Draft Ordinance Updates

Ordinance Proposal

- Draft Ordinance Revisions
- Comments and Questions
- Other Recommended Ordinances?

Next Steps Homework

Public Open House - Haywood High School, June 6th

- Volunteers for Public Open House by May 22nd

Next Steering Committee Meeting

- TUESDAY JUNE 20TH at 5:30
 - Subconsultant Update
 - Public Open House Summary
 - Land Use Palette and Land Use Scenarios

Homework

- Spread the word for the Public Open House and to encourage all to take the Survey



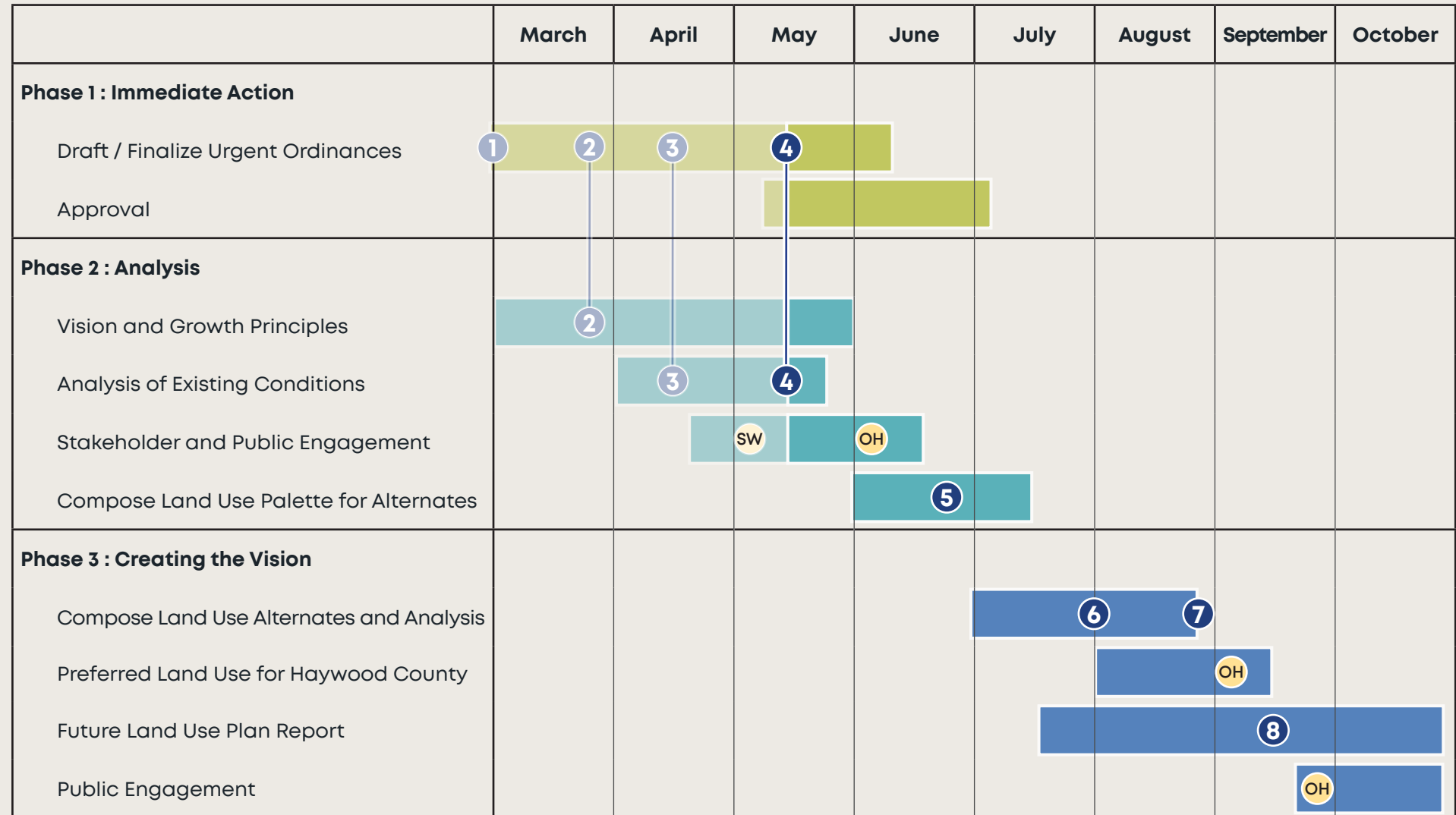
Schedule

May						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 10 am to 7 pm - Stakeholder Workshop #1 (South Haywood)	2 5 pm - Brownsville Utility Board	3	4 10 am to 7 pm - Stakeholder Workshop #2 (North Haywood)	5	6
7	8 5 pm - Haywood County Budget Committee Due - Locations and Material Support for Public Open House	9 5:30 pm - Brownsville BMA	10	11 6 pm - Haywood County Planning Commission 6 pm - Haywood County School Board	12	13
14	15 6 pm - Haywood County Commission	16 5:30 to 7 pm - Steering Committee Meeting #4 7 pm - Stanton BMA	17	18 5 pm - Stanton Planning Commission	19 Due - Public Notice for Public Open House	20
21	22 Due - Volunteers for Public Open House	23 5 pm - Haywood County Board of Zoning Appeals	24	25 4 pm - Brownsville Planning Board	26	27
28	29	30	31			

Schedule

June						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6 4 to 7 pm - Public Open House	7	8 6 pm - Haywood County Planning Commission	9	10
11	12 5 pm - Haywood County Budget Committee	13 5:30 pm - Brownsville BMA	14	15 6 pm - Haywood County School Board	16	17
18	19 6 pm - Haywood County Commission	20 5:30 to 7 pm - Steering Committee Meeting #5 7 pm - Stanton BMA	21	22 5 pm - Brownsville Planning Commission 5 pm - Stanton Planning Commission	23	24
25	26	27 5 pm - Haywood County Board of Zoning Appeals	28	29 4 pm - Brownsville Planning Board	30	

Project Schedule



- # Steering Committee Meeting
- * Option to combine meetings
- A Public Engagement

Questions?

Thank you

Send questions to:

Jonathan Flynt at jflynt@lrk.com

Rachel Helton at rhelton@lrk.com