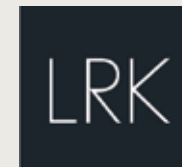


Haywood Next: Future Land Use Plan

Steering Committee Meeting #5

June 20, 2023



Introduction

Agenda

Steering Committee Meeting #5:

- Sub-Consultant Update
- Public Open House Summary
- Vision & Growth Principles
- Draft Suitability Map & Alternative Land Use Scenarios
- Draft Ordinance Update
- Next Steps
- Wrap-Up Q&A

Sub-Consultant Update Next Steps

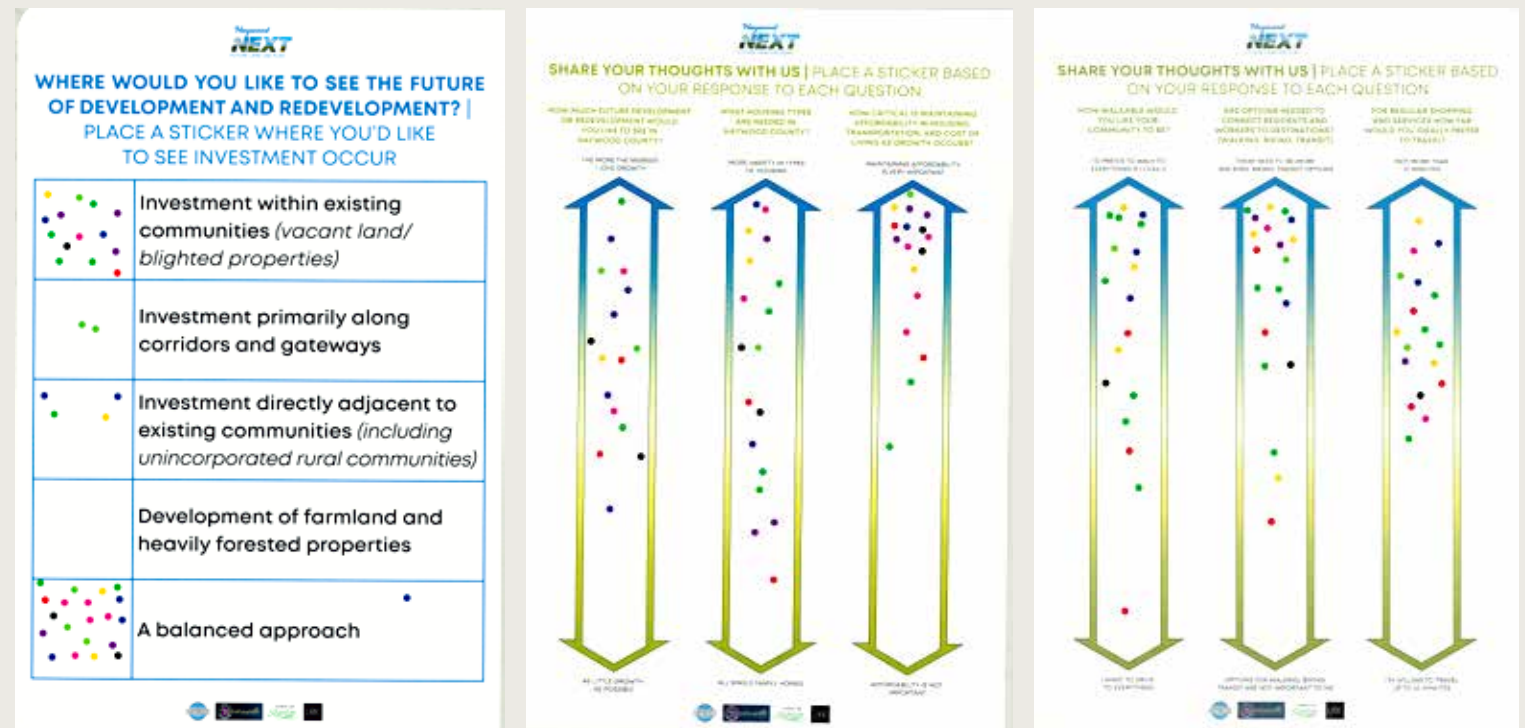
Sub-Consultant Update:

- Individual Interviews have been completed
- Final Survey Results are pending
- Final Market Analysis once Surveys have been recorded

Public Open House Summary

Feedback Aligned Around Four Basic Principles:

- Greater variety & choices
- Invest in existing communities
- Inclusion of all residents
- Preserve and enhance what matters most



Vision and Growth Principles

VISION STATEMENT

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



GUIDING PRINCIPLE #1 GROW & PROTECT

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.



GUIDING PRINCIPLE #2 GUIDE & FOCUS

Guide growth and focus investment to occur in and around existing communities, thereby preserving the County's rural character, agricultural lands, and natural environment.



GUIDING PRINCIPLE #3 INVEST IN EXISTING

Encourage improvement, revitalization, and beautification of existing communities, corridors, and gateways including the maintenance and reuse of existing structures.



Vision and Growth Principles

GUIDING PRINCIPLE #4 ACCESSIBILITY TO FACILITIES

Locate public and private facilities in existing communities or designated growth areas to be more accessible to citizens and complementary to the surrounding area.



GUIDING PRINCIPLE #6 MAINTAINING ATTAINABILITY

Provide a wider variety of housing types and range of development forms with an emphasis on maintaining attainability and promoting inclusion for people of all lifestyles, ages, and economic means.



GUIDING PRINCIPLE #5 HIGH-QUALITY & INCLUSIVE

Promote high-quality places that enhance small town charm, provide inclusive public space, foster personal growth, and support small businesses.



GUIDING PRINCIPLE #7 IMPROVE CONNECTIVITY

Improve the connectivity of communities and increase options for walking, biking, and transit.



Vision and Growth Principles

Approval

Vision:

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

Growth Principles:

- Grow & Protect
- Guide & Focus
- Invest in Existing
- Accessibility to Facilities
- High-Quality & Inclusive
- Maintaining Attainability
- Improve Connectivity

Development Suitability Process

1. As-of-Right Build Out (Zoning Map)

2. Areas Potentially Suitable for Development

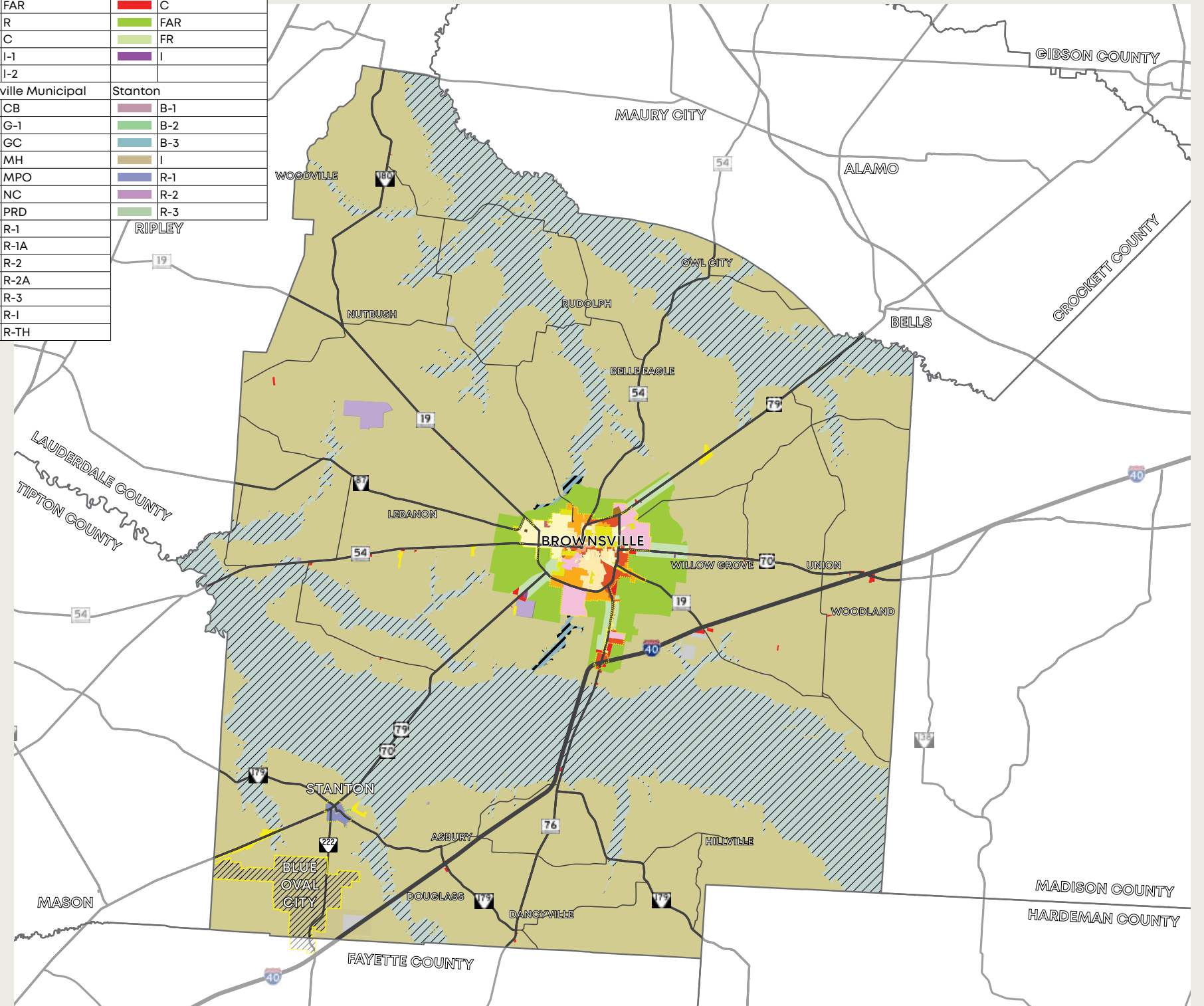
- *Based on existing conditions and assets*

3. Preferred Areas for Development

- **GROW & PROTECT, GUIDE & FOCUS, INVEST IN EXISTING**
- *Based on public process and input*

As-of-Right Build Out Zoning Map

Key	
Haywood County	Brownsville Regional
FAR	C
R	FAR
C	FR
I-1	I
I-2	
Brownsville Municipal	Stanton
CB	B-1
G-1	B-2
GC	B-3
MH	I
MPO	R-1
NC	R-2
PRD	R-3
R-1	
R-1A	
R-2	
R-2A	
R-3	
R-1	
R-TH	

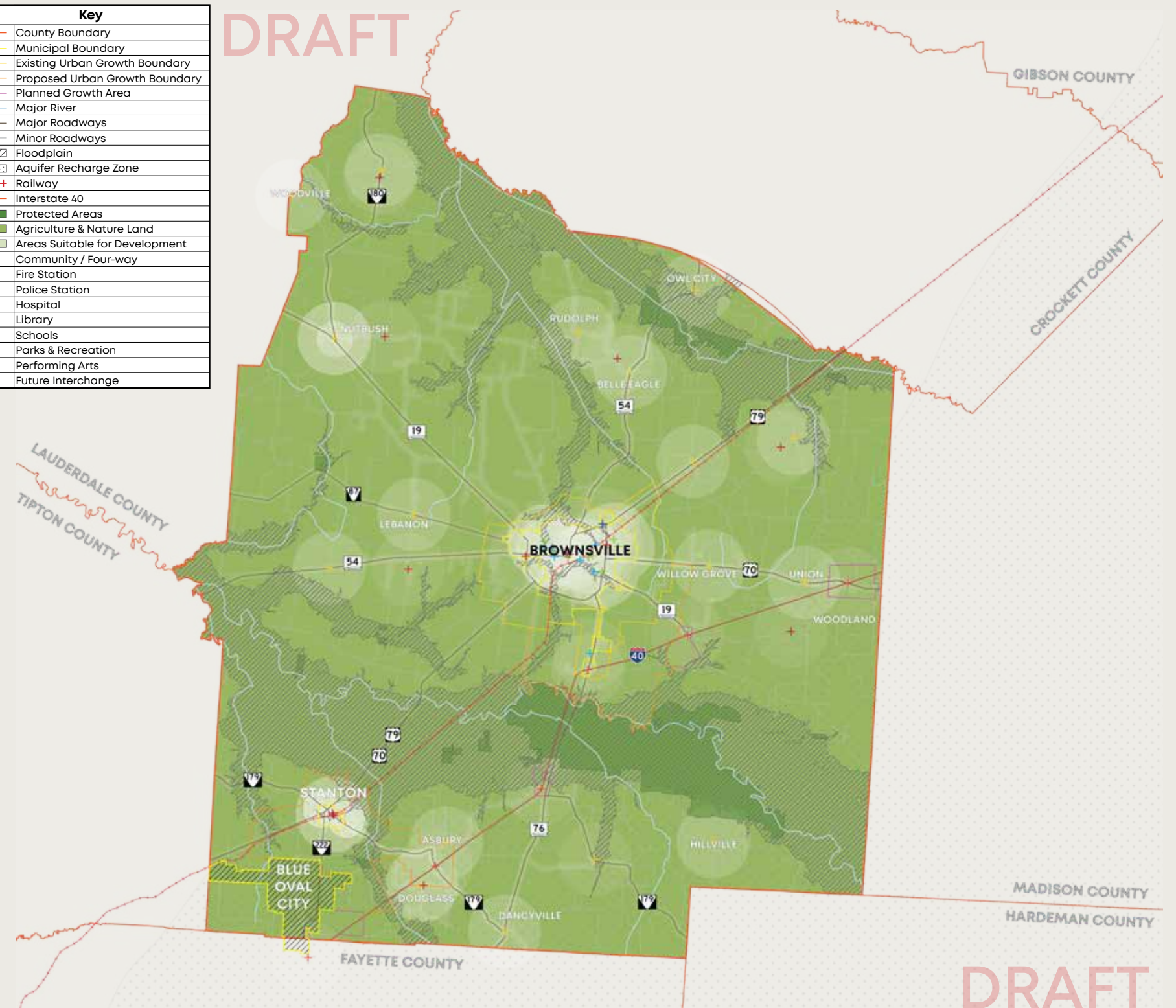


DRAFT Areas Potentially Suitable for Development

Existing Conditions & Assets

Key	
	County Boundary
	Municipal Boundary
	Existing Urban Growth Boundary
	Proposed Urban Growth Boundary
	Planned Growth Area
	Major River
	Major Roadways
	Minor Roadways
	Floodplain
	Aquifer Recharge Zone
	Railway
	Interstate 40
	Protected Areas
	Agriculture & Nature Land
	Areas Suitable for Development
	Community / Four-way
	Fire Station
	Police Station
	Hospital
	Library
	Schools
	Parks & Recreation
	Performing Arts
	Future Interchange

DRAFT



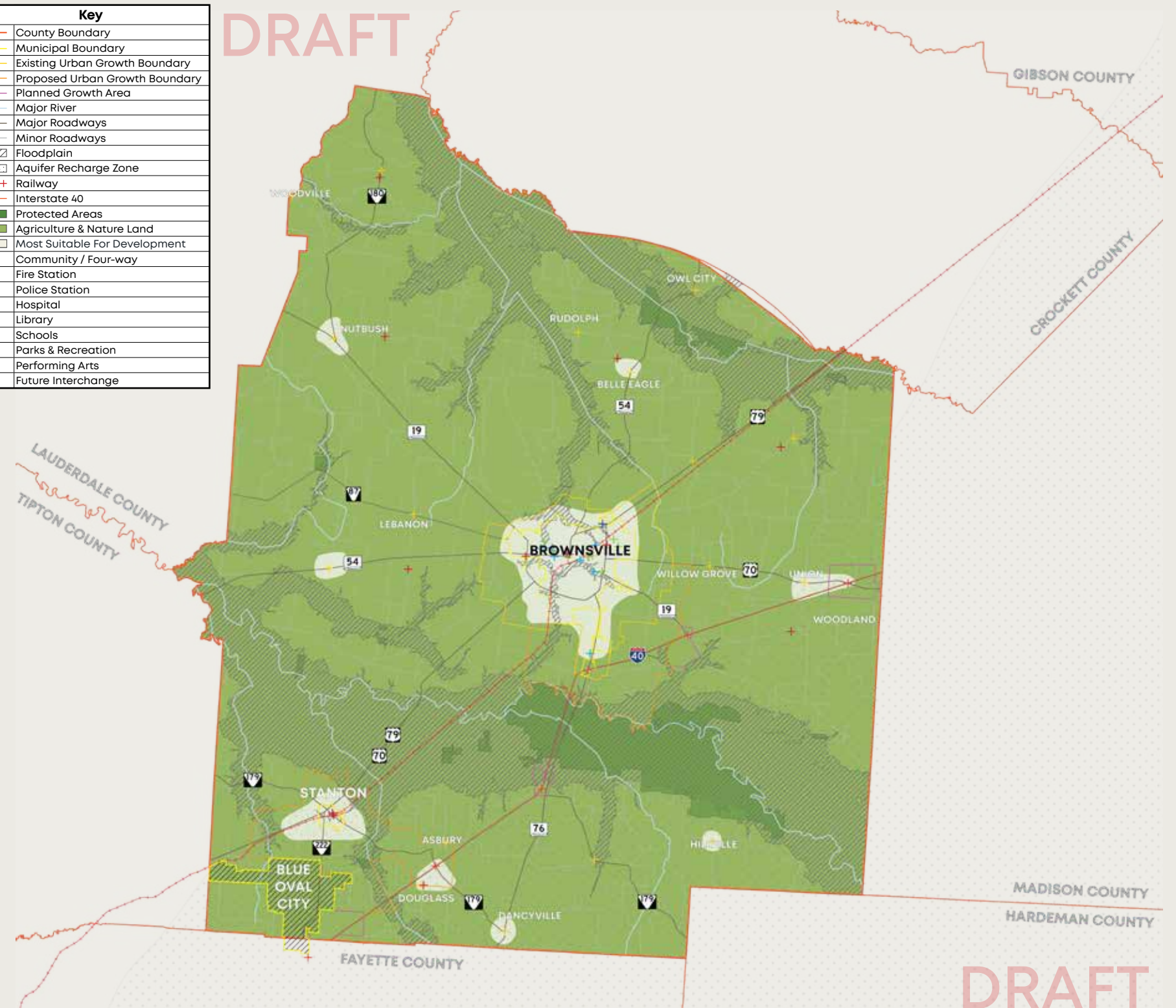
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DRAFT Preferred Areas for Development

Grow & Protect
Guide & Focus
Invest in Existing

Key	
	County Boundary
	Municipal Boundary
	Existing Urban Growth Boundary
	Proposed Urban Growth Boundary
	Planned Growth Area
	Major River
	Major Roadways
	Minor Roadways
	Floodplain
	Aquifer Recharge Zone
	Railway
	Interstate 40
	Protected Areas
	Agriculture & Nature Land
	Most Suitable For Development
	Community / Four-way
	Fire Station
	Police Station
	Hospital
	Library
	Schools
	Parks & Recreation
	Performing Arts
	Future Interchange

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DRAFT

DRAFT Alternate Land Use Scenarios Overview

• “Business-as-Usual” Development Pattern

COUNTYSIDE

RESIDENTIAL

A balanced approach to development and investment recognizes the desire by some existing and future residents to live in more rural settings that are close to both farm and nature. Rather than preclude such options, preferred alternative development patterns are recommended that preserve cherished natural features, work with the existing terrain, enable the conservation of working farmland and do not subdivide the countryside into large areas of one-acre lots. Where areas of critical or threatened farmland and natural areas are identified, additional emphasis on neighborhood and development design that exemplifies a conservation approach is recommended.

Conservation area standards should include requirements related to the quantity of conserved land, the quality (natural resource or farmland), as well as the configuration of the proposed homes and streets with respect to the conserved land.

Where visible from the primary road, homes and their primary entrance should address the street, with garages and carports set back from the primary facade of the home. For additional recommended neighborhood lot layout and home design considerations (where applicable), see pages 25-27.

For additional information on Conservation Subdivisions and Open Space Networks, please refer to “Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks” by Ronald G. Avenet.

ALTERNATIVE PATTERN



Cultured developments should maintain the scenic buffer zone and natural character of the area. This cluster incorporates a neighborhood green trail network.

ALTERNATIVE PATTERN



EXAMPLE OF EXISTING PATTERN



The pattern does not preserve or define a buffer along the primary road or design with the natural features of the site (stream).

BROWNVILLE AND HAYWOOD COUNTY

PUBLIC ENGAGEMENT

The Listening Sessions in July and August were well attended with participants eager to share their hopes, concerns, and experiences. Individual Steering Committee members are commended for their preparation, support and participation leading up to and throughout the public engagement process.

Participants expressed a great deal of appreciation for Haywood County and its many varied attributes. A common theme among participants defined Haywood County as being composed of neighborhoods and communities that while diverse in their size, location and population, are united by shared core characteristics and values. Some of the valued community features and characteristics repeatedly mentioned include the unspoiled nature of the Hatcher River, the area's robust agricultural activity, ease of connecting across the community, tight knit social networks and familiarity, and communities composed of good neighbors.

Participants noted concern regarding a lack of perceived preparedness in the face of rapid economic change. As depicted in the images to the right, sprawl, loss of farmland, and character that does not reflect the community's vision were frequently mentioned threats. Issues regarding the potential negative impact resulting from inflated property and home values, traffic congestion, and fraying of tightly-knit community bonds were voiced. In addition, feedback depicted a desire to improve the quality of life for existing and future residents as a means to achieve several larger goals including the ability to attract and retain younger generations.

General feedback and observations noted interest in investment occurring in a way that improves the opportunity to educate and raise children who will cherish and engage Haywood County for the future. Participants found common ground in their appreciation for the community and a desire to achieve improved outcomes in the future. The mood and comments expressed by attendees were remarkably upbeat and generally optimistic.

Similar values and goals were heard in the Listening Sessions throughout Haywood County such as:

- Close-Knit Community
- Community is “pro-kids”
- Small-town Character
- Cherish the variety in Landscape and Place
- Change should be Authentic to Haywood County

An overarching theme was a preference for a balanced approach to change and investment between existing communities and neighborhoods, and new investment beyond the edge of existing communities.

The images above illustrate a variety of development patterns observed in the community. The images to the right of the text illustrate the current state of the community, including the loss of farmland and the impact of sprawl. The images to the left of the text illustrate the potential for a more balanced approach to development, including the preservation of farmland and the creation of a more vibrant, walkable community.

BROWNVILLE AND HAYWOOD COUNTY

DRAFT Alternate Land Use Scenarios Overview

- “Business-as-Usual” Development Pattern
- Minimally Guided Dispersed Development
- **Focused Development in Communities & Clustered in the Countryside**

COUNTRYSIDE

ALTERNATIVE PATTERN

Clustered development should maintain the scenic buffer zone as depicted above. In addition, the incorporation of a central public green space that could serve as a public park or sports field, location for school, or the station, supports reduced lot sizes for the surrounding homes.

ALTERNATIVE PATTERN

Develop with an emphasis and goal of preserving open spaces along the road and incorporate the existing terrain and features such as tree stands. Here, the road incorporates a usable open green space for community engagement.

ALTERNATIVE PATTERN

Homes including an incorporated within working farmland are appropriate.

Homes including an incorporated within working farmland are appropriate.

A high-end neighborhood with a large lot to incorporate natural features is preferred to acknowledge the countryside character of the area. Streets, sidewalks and outdoor front porches are encouraged.

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COMMUNITY

RESIDENTIAL STREETScape

Streets form the backbone of a community and define how we experience and engage in business, recreation and play-to-day activities. Well-sited streets are defined by qualities including front yard landscaping, sidewalks separated from the street by a suitable wide planting strip containing shade trees and pedestrian-scaled street lights. The homes lining the streets incorporate a variety of architectural forms, massing, and styles including front porches and stoops resulting in a pedestrian-friendly neighborhood experience for families and a safe walking route for children and senior citizens. Residential streets, their adjoining sidewalks, multi-use paths and open spaces work in concert to create a vibrant public realm.

Typical residential streets offer an informal on-street parking and in certain instances, formal on-street parking.

Typical residential streets offer an informal on-street parking and in certain instances, formal on-street parking.

RESIDENTIAL STREET SECTION (SIDEWALK ON SIDE)

RESIDENTIAL STREET SECTION (SIDEWALK BOTH SIDES)

RESIDENTIAL STREET SECTION (NORMALIZED ON-STREET PARKING)

STREET DESIGN

LOT ACCESS
<ul style="list-style-type: none"> • All new lots have frontage on and driveway access to a public or private street or alley. • In those cases where a lot has frontage directly upon an open space, park or other public use, the lot owner shall provide a dedicated driveway access from an alley.
STREET NAME SIGNS
<ul style="list-style-type: none"> • The placement of all street intersections within an existing development shall be consistent with the street name sign placement and location of such signs to better complement the character of the community.
STREET LAYOUT
<ul style="list-style-type: none"> • Streets shall be designed to be suitable for motor vehicle, bicycle and pedestrian circulation that is safe, controllable, and convenient for all users utilizing all modes of travel. • In general and where possible, streets and neighborhoods shall be designed to encourage flowing through traffic and access onto one or two roads within residential neighborhoods. • The width and spacing of streets shall be planned to continue the street system pattern of the surrounding neighborhood and shall provide for the extension of existing streets where applicable. Where not such surrounding development or street pattern exist, layout and location of streets shall anticipate future connections and incorporate dedicated right-of-way and/or easement to enable future connections to be constructed. • Streets within the Community and Town & City place types, shall include informal or formal on-street parallel parking in order to provide for guest and customer parking, to promote pedestrian street activity, and lower vehicle speeds. "Curb Bump-Outs" may be appropriate for instances of "mid-block" crossings and intersections. • Crosswalks and associated signage shall be provided at intersections in order to better ensure pedestrian safety and control. Crosswalk markings conforming with the International Traffic Signs' pattern are preferred. • Street layout and design shall take into consideration the provision of a safe pedestrian path for children to reach nearby schools and/or bus stops (walking or bicycling).
STREET TREES
<ul style="list-style-type: none"> • Street trees shall be planted at a minimum of 10 feet inside the sidewalk, and/or near the right-of-way line or, if such location is not possible, in the planting strip between the curb and the sidewalk, or on to form a tree canopy to the street. The placement and type of street trees shall be such as to not interfere with balconies, utility poles, sidewalks or easements. • Street trees shall be provided at intervals of approximately 30 to 40 feet along each side of all streets.
LIGHTING
<ul style="list-style-type: none"> • The number and height of street lights shall be kept to a minimum and conform with preferred lighting standards located on page 25. • Pedestrian scale street lights of 10 feet to 14 feet are preferred. • Within the countryside place type, consideration may be given to providing light on the home in lieu of some street light standards in order to maintain the rural character and provide enhanced lighting to the roadway.

25. BROWNVILLE AND HAYWOOD COUNTY

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DRAFT Alternate Land Use Scenarios Overview

- “Business-as-Usual” Development Pattern
- Minimally Guided Dispersed Development
- Focused Development in Communities & Clustered in the Countryside
- Concentrated Investment in Existing Communities & Conservation of the Countryside

TOWN AND CITY

NEIGHBORHOODS

DESIGN STANDARDS

BUILDING HEIGHTS AND SETBACKS

Building heights and setbacks should consider their impact on existing setback and building heights and patterns of development on adjoining and nearby properties.

While setbacks and building heights inherent to a development site shall draw upon existing context to inform design and structure, particular attention shall be given to new construction or viewed from existing public streets in relation to existing surrounding building patterns.

RHYTHM, SEPARATION AND MASSING

New construction, specifically where located along existing public streets, is encouraged to draw upon existing adjoining and nearby building character and development patterns to better ensure that separation between buildings, building massing, and architectural character reflects new development.

SHARED PARKING

See Recommended Parking Standards on page 45.

USABLE OPEN SPACE

See Parks and Open Space on page 45.

DENSITY RANGE

See Density Range on page 45. Note that while density of specific use types may fall within the ranges defined on page 45, density by existing building and use design patterns should be given priority.

Interconnectivity

Interconnectivity between tracks, parcels, and uses via public and private streets, drives, alleys, sidewalks and multi-use paths should be provided.

A coherent street network that ties all uses, parcels, and tracks together shall be used.

Where existing adjacent street stubs terminate at the edge of the existing property, the layout and design shall consider extensions and connections of and interconnectivity with appropriate planning and engineering staff.

DRIVE THRU

Drive thru use shall be appropriate along primary roadsides and corridors where appropriate use is evident in use and land established. Attention shall be paid to how the building addresses the primary street. Where possible, the building should directly address the street without multiple travel lanes separating the building from the street.

Architectural Quality

This architectural quality standard promotes visible evolution while also ensuring a pedestrian-friendly urban form.



Neighborhood serves to inform developments which may occur within the built-up areas of the Town/City place type depicted in the Holwood County Project and Growth Map. These investments are likely to be somewhat smaller in scale as compared to Districts in terms of footprint as well as the number and variety of proposed uses. In many cases, Neighborhoods may include the development of large parcels, the development of an assemblage of adjacent properties, or redevelopment.

TOWN AND CITY

Neighborhoods include both and a small-scale development with appropriate respect a convey of activities in existing neighborhoods.

IN FILL

The community's vision and goals describe a preference for a balanced approach to development in Holwood County that includes investment in existing neighborhoods and built-up areas, specifically in Brownsville and Stanton. Infill refers to development and investment which will occur on relatively small parcels within existing built-up areas. This investment can take many forms, be it individual homes on vacant lots in town, a small neighborhood area, or a mixed-use building on Main Street. As this investment will occur adjacent to or near existing homes and businesses, it is critical that new construction consider the surrounding context including the character of existing buildings, existing patterns of development, and the vision for how residents prefer the area evolve in the coming years.

General Design Principles

The distinguishing quality and character of a street or neighborhood should not be diminished. New construction should be compatible in terms of form, height, size and orientation of surrounding homes. Architectural design and character should draw from and seek to reflect historic styles and precedent where applicable while not attempting to fully replicate details of old styles.

Where existing buildings, new development should generally incorporate similar setbacks within the proposed design. New construction should also seek to employ similar roof shapes, porches, and general massing. New homes should seek to build to similar finish floor elevations and forms as occur with existing surrounding homes assuming new homes are elevated a minimum of 18 inches above the surrounding grade. Where the majority of existing homes incorporate a front porch as a design element, new homes should seek to incorporate front porches as well.

Where new additions or significant exterior renovations are proposed, new construction should seek to correspond with existing design and character of surrounding buildings.

Where located within an existing historic district, refer to the design standards and requirements associated with said district.

Public Realm and Streetscape – Coordination with County and municipal planning staff is critical to ensure proposed private development and enhancements to streetscapes and public spaces incorporate planned public investments.

Improved Access – Revised consideration should be given to the design and character of access points and parking. As infill and redevelopment occurs, shared parking, footpaths, and designated easements and easement agreements are strongly encouraged.

Mixed-Use – While infill on existing residential streets should pursue continuation of that pattern, mixed-use development is encouraged on or near primary corridors leading to Columbus Square in Brownsville and to the historic square in Stanton.



DESIGN STANDARDS

DESIGN, BUILDING HEIGHTS AND SETBACKS

Design, building heights and setbacks should be compatible with existing adjoining and nearby buildings that contribute to the neighborhood style and character of the street or neighborhood. Generally, taller buildings (greater than 3 floors in height) may be more appropriate within the Town/City place type as depicted in the Holwood County Project and Growth Map.

Where setbacks are defined by existing buildings, new development shall generally incorporate similar setbacks within the proposed design.

New construction shall seek to employ similar roof shapes, porches and forms as occur with existing surrounding buildings and homes.

New homes shall be elevated a minimum of 18 inches above the surrounding grade.

Where possible, design elements shall extend through the footprint for the adjacent street to coordinate with the proposed development.

IN FILL PATTERNS

New construction and patterns in determining the rhythm of the development, separator requirements and overall building massing should be consistent and appropriate with existing surrounding buildings and forms. New construction should be compatible in terms of form, height, size and orientation of surrounding homes. Architectural design and character should draw from and seek to reflect historic styles and precedent where applicable while not attempting to fully replicate details of old styles.

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DRAFT
Alternate Land Use
Scenarios
Overview

The following Area Types have been identified and informed by Public Input and Feedback:

- **Community**

- Within existing communities and municipalities
- Near/Adjacent to existing communities and municipalities

- **Countryside**

- Focused at Four-Ways
- Conservation Clusters to conserve rural character, landscapes, farmland, and environmentally sensitive areas
- Rural Residential (FAR)

DRAFT
Alternate Land Use
Scenarios
Verification

From Public Input and Feedback, the following locations have been identified:

- **Community**

- Within existing communities and municipalities
- Near/Adjacent to existing **communities** and municipalities

- **Countryside**

- Focused at **Four-Ways**
- Conservation Clusters to conserve rural character, landscapes, farmland, and environmentally sensitive areas
- Rural Residential (FAR)

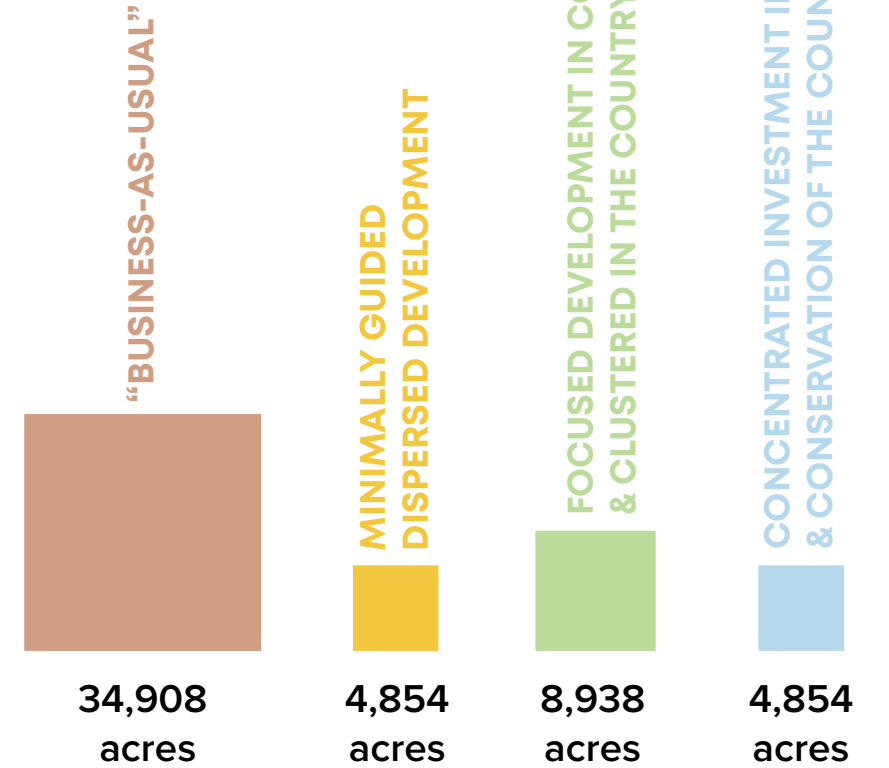
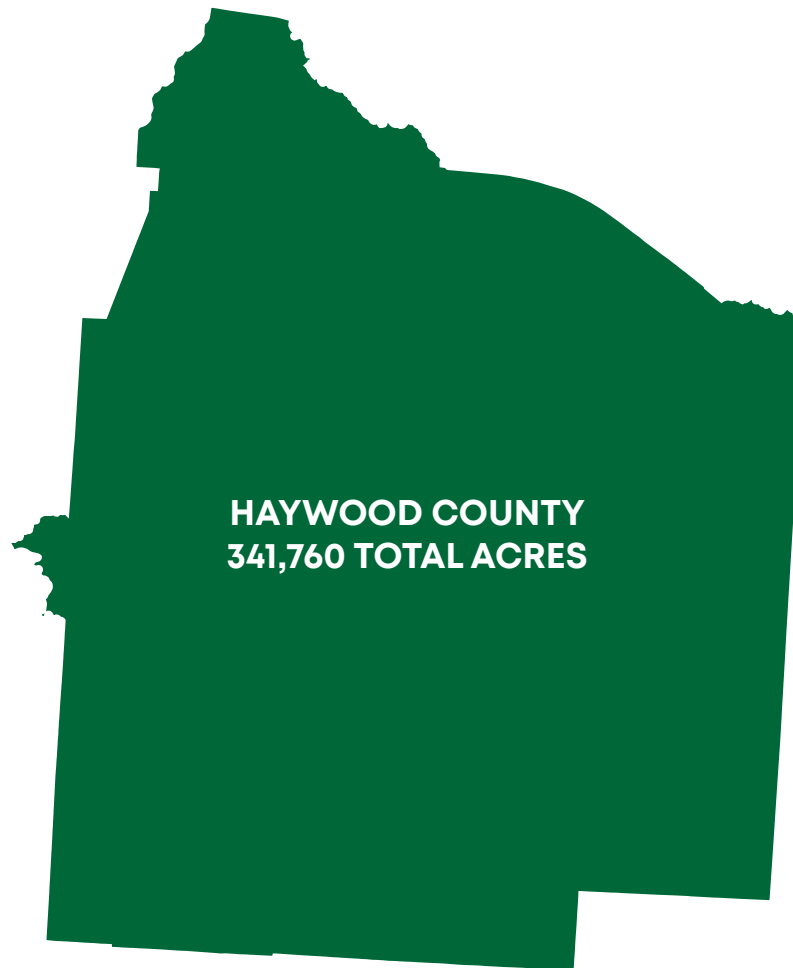
↑
Where do Nutbush,
Dancyville, Douglass,
etc. fall?
←

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

DRAFT
Alternate Land Use
Scenarios
Land Consumption
Acreage

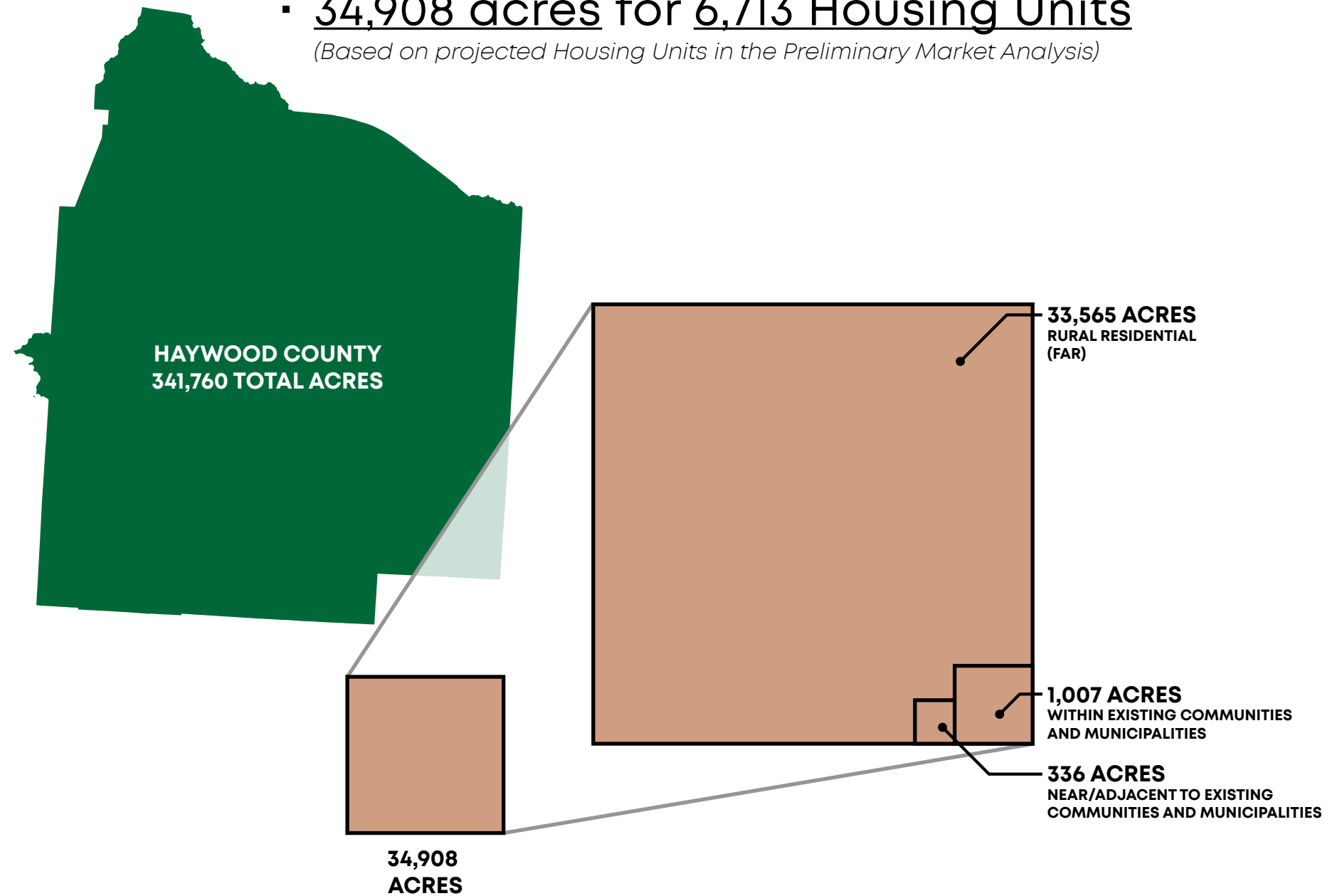


DRAFT
Alternate Land Use
Scenarios
Acreage

“Business-as-Usual” Development Pattern

- 34,908 acres for 6,713 Housing Units

(Based on projected Housing Units in the Preliminary Market Analysis)

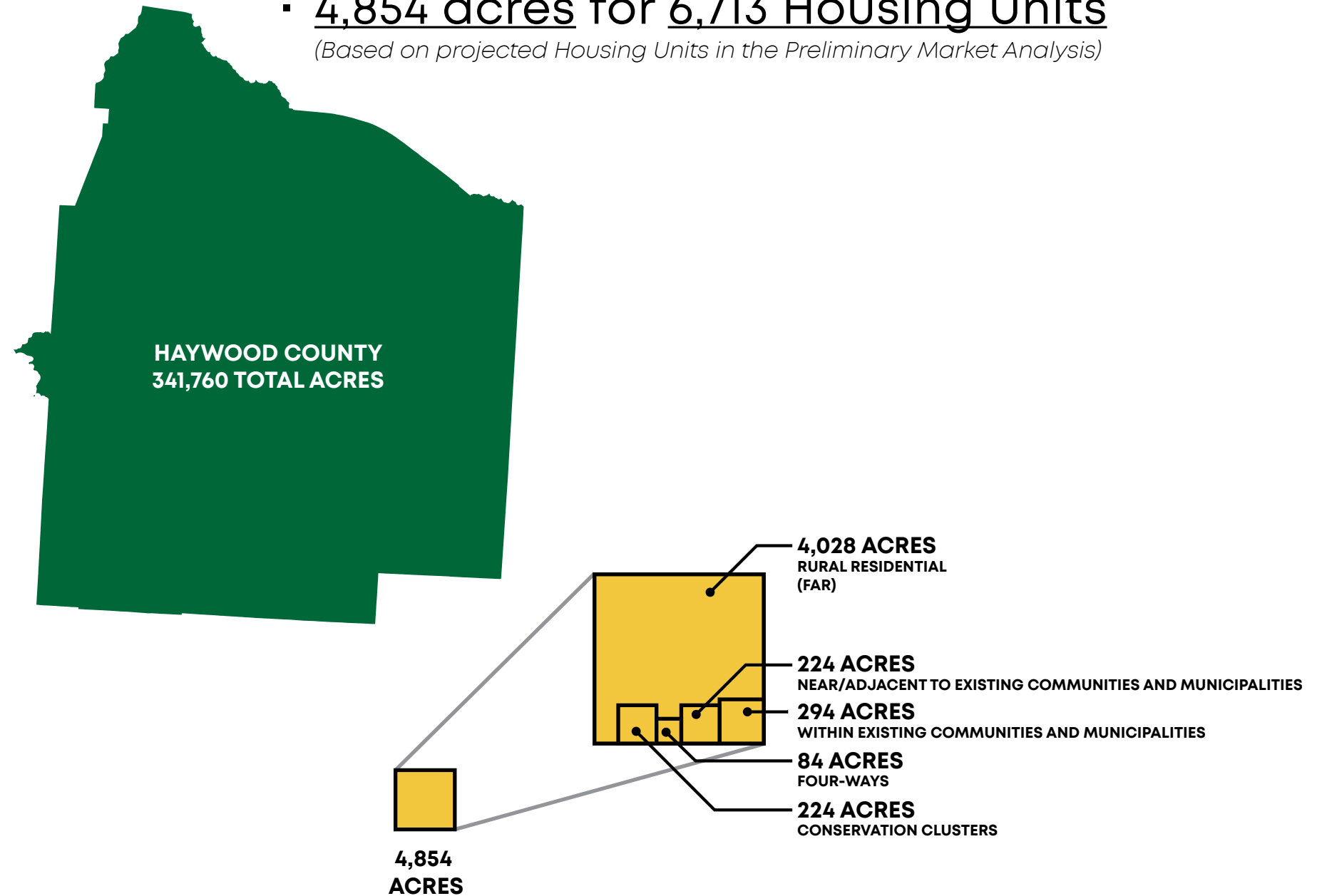


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Alternate Land Use
Scenarios
Acreage

Minimally Guided Dispersed Development

▪ 4,854 acres for 6,713 Housing Units

(Based on projected Housing Units in the Preliminary Market Analysis)

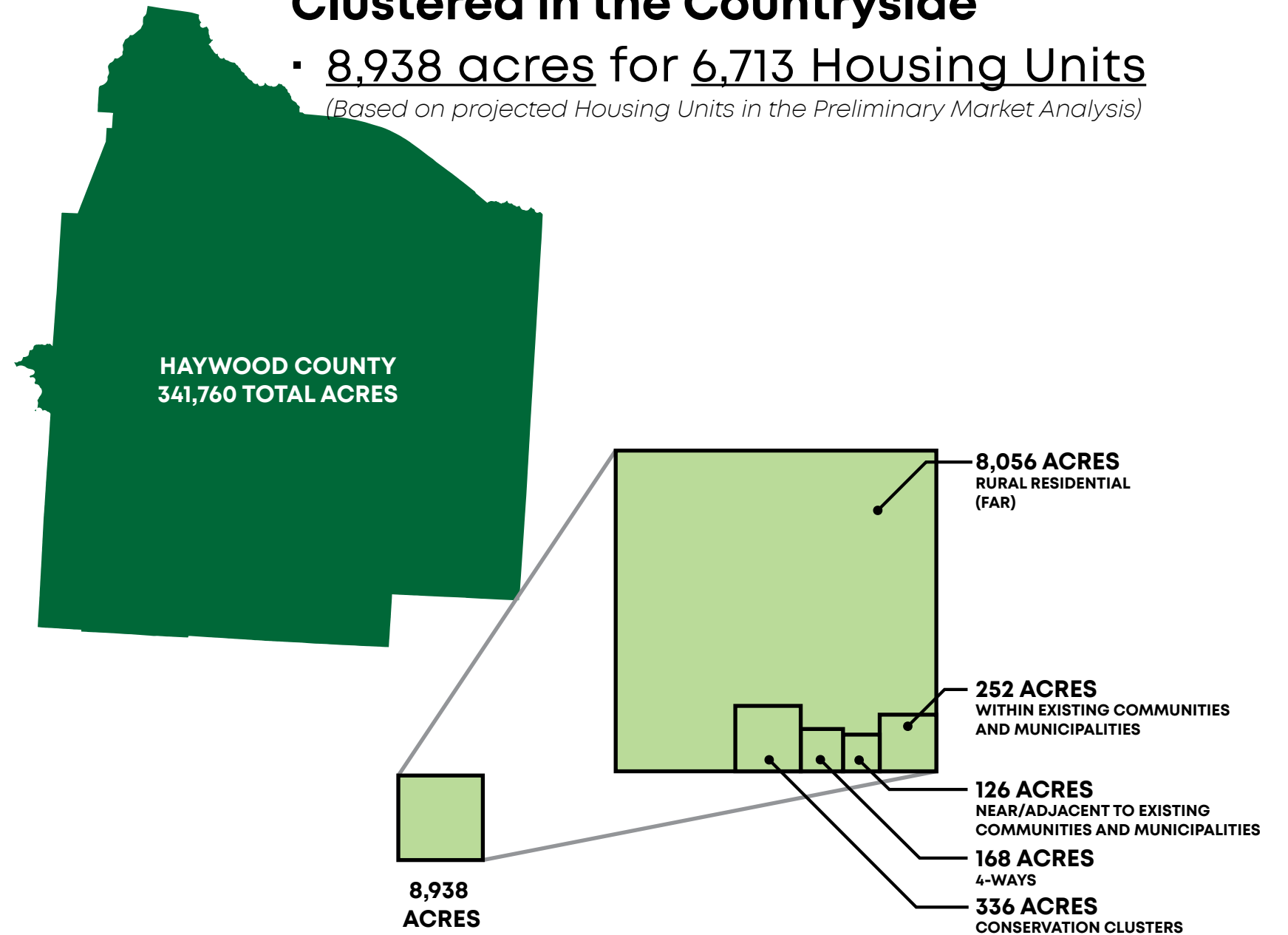


DRAFT
Alternate Land Use
Scenarios
Acreage

Focused Development in Communities & Clustered in the Countryside

- 8,938 acres for 6,713 Housing Units

(Based on projected Housing Units in the Preliminary Market Analysis)

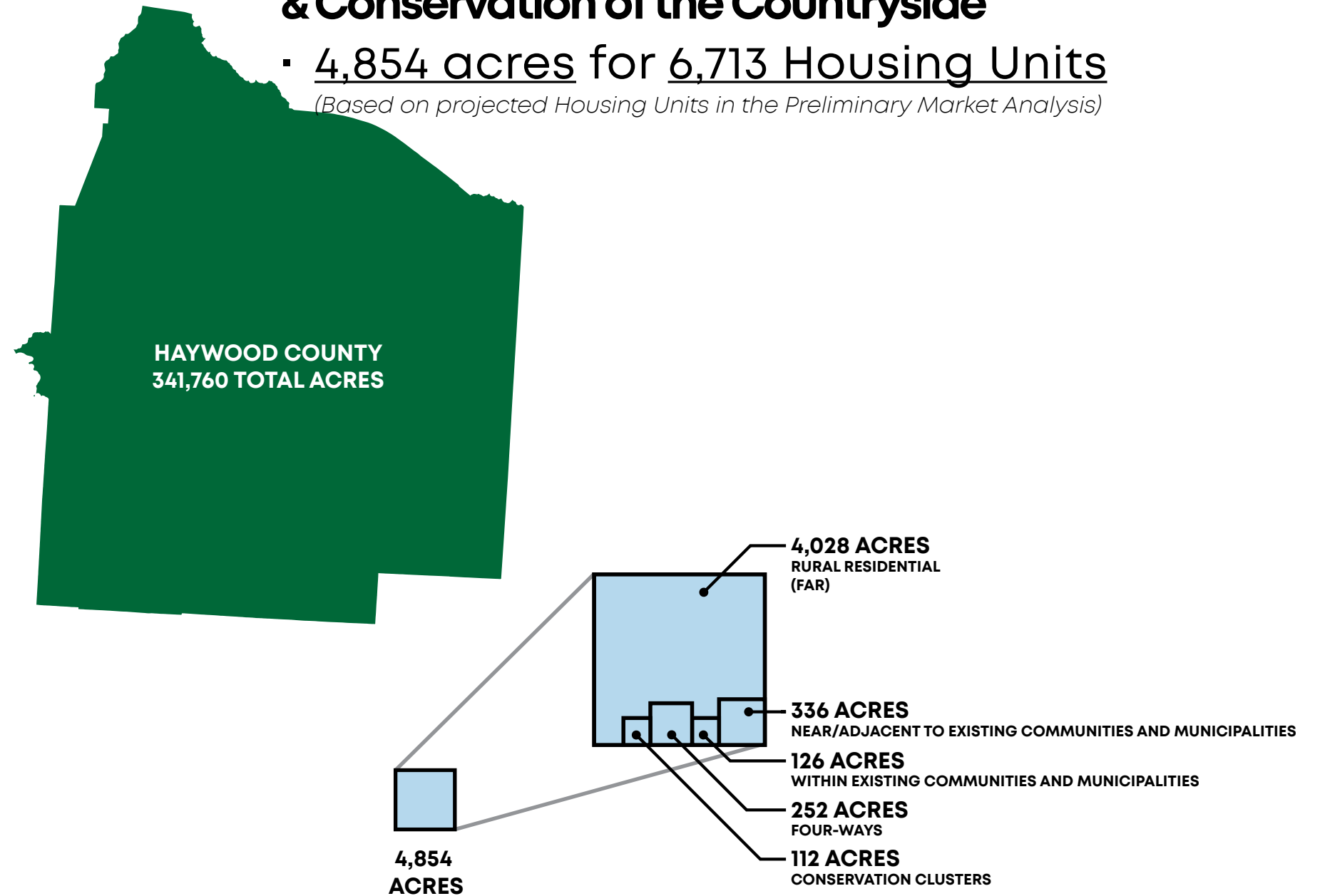


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Alternate Land Use
Scenarios
Acreage

**Concentrated Investment in Existing Communities
& Conservation of the Countryside**

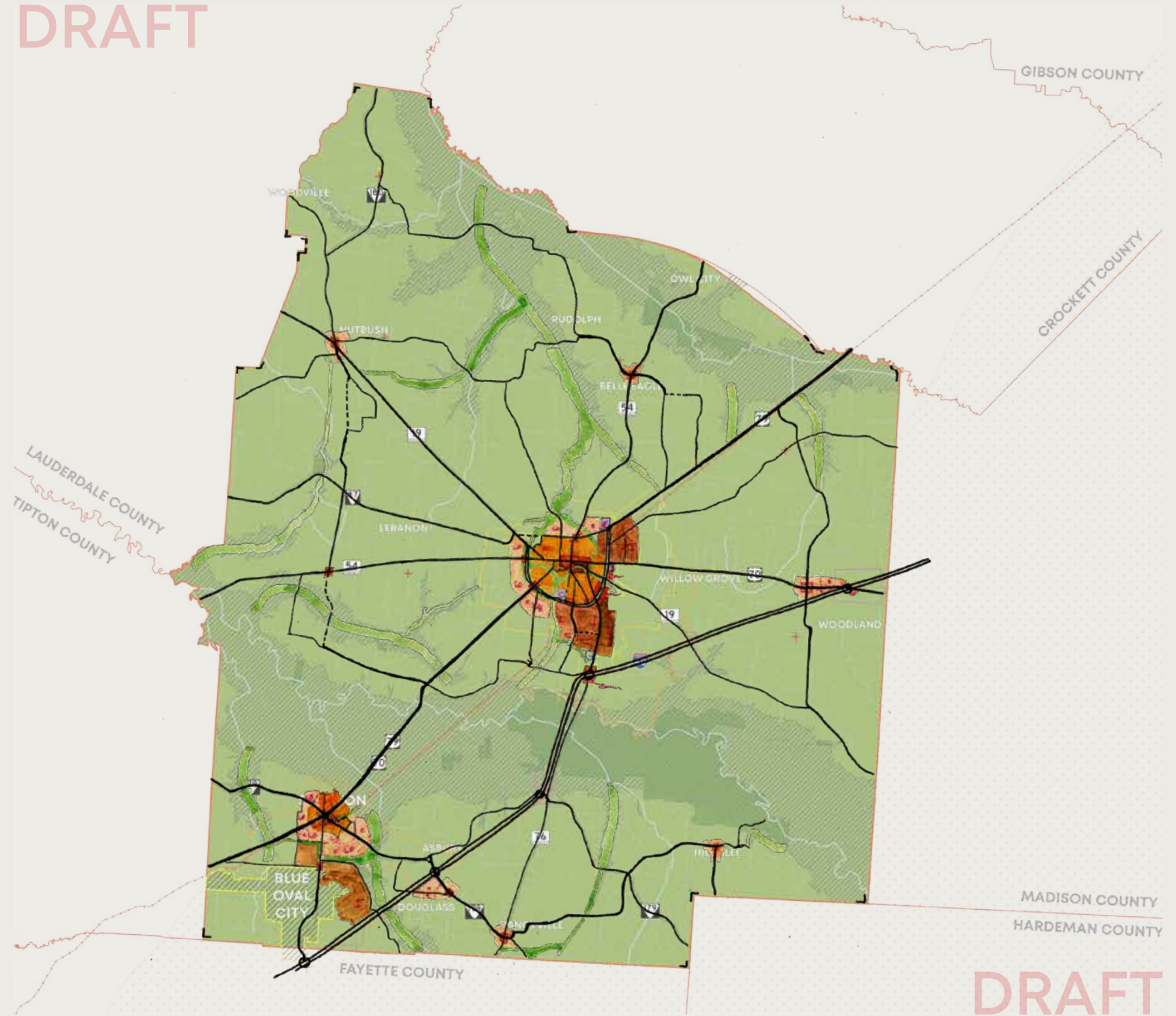
- 4,854 acres for 6,713 Housing Units

(Based on projected Housing Units in the Preliminary Market Analysis)



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DRAFT
Alternate Land Use
Scenarios
Map Sample



Draft Ordinance Updates

Package B

- Intent, Enabling & Administration for a Planned Development

Package C

- Design Qualifications of a Planned Development

Package D

- Conservation Planned Developments

- A worksession with the County Commission has been mentioned, as all three Packages will be approved together
- Comments and Questions
- Other Recommended Ordinances?

Survey Update

- Received 450 Surveys recorded to date
- Hard copies are available through Fitzgerald Mann and at City Hall
- Surveys must be collected and received by LRK no later than JUNE 30TH

Next Steps

State Engagement

- Transportation/Thoroughfare Study

Next Steps

Next Steering Committee Meeting

- TUESDAY AUGUST 1ST at 5:30
 - Subconsultant Update
 - Alternate Development Scenario Update
 - Outline for Future Land Use Plan

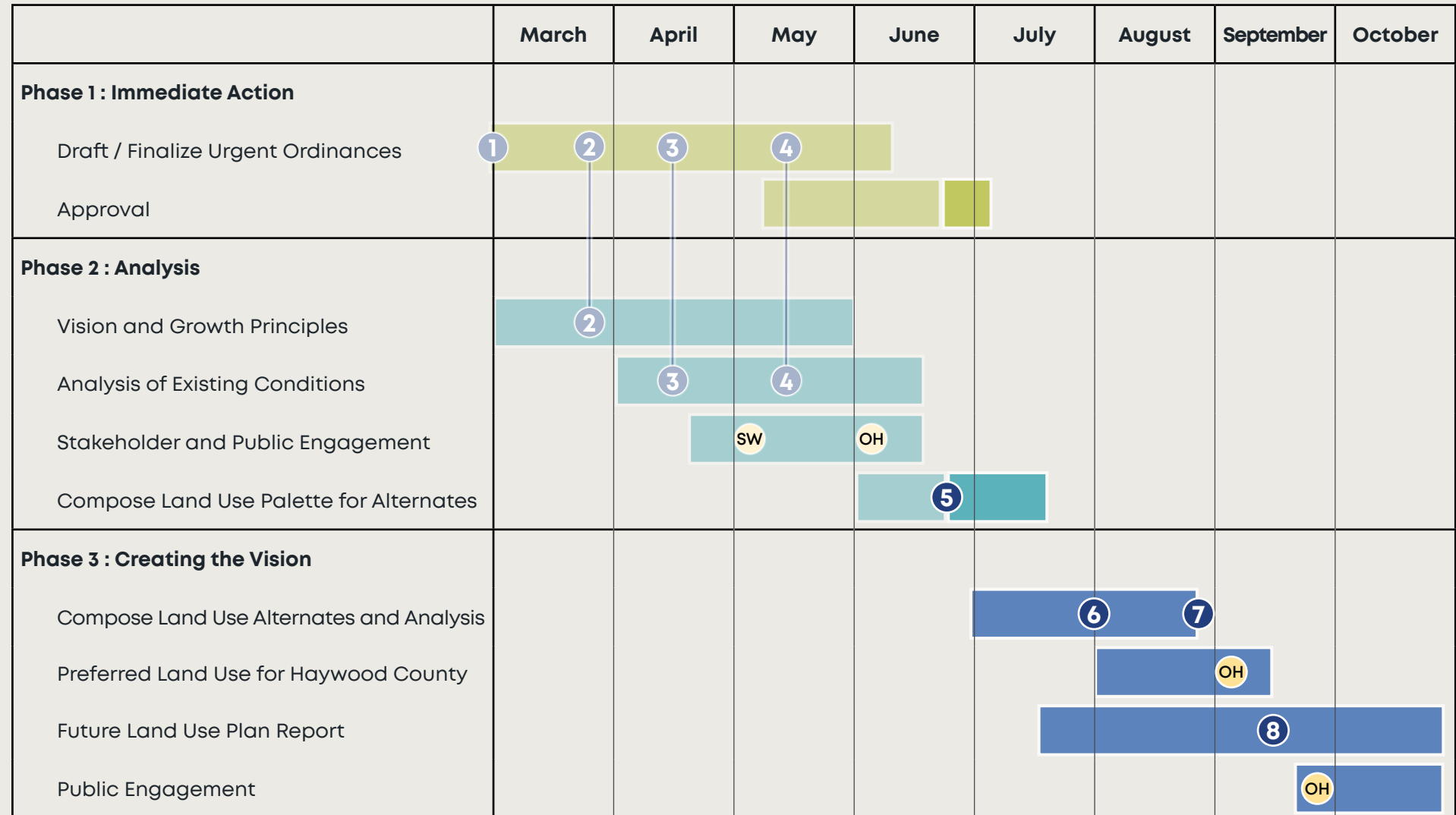
Schedule

July						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Independence Day	5	6	7	8
9	10 5 pm - Haywood County Budget Committee	11 5:30 pm - Brownsville BMA	12	13 6 pm - Haywood County Planning Commission 6 pm - Haywood County School Board	14	15
16	17 6 pm - Haywood County Commission	18 5:30 to 7 pm - JECDB 7 pm - Stanton BMA	19	20 5 pm - Stanton Planning Commission	21	22
23	24	25 5 pm - Haywood County Board of Zoning Appeals	26	27 4 pm - Brownsville Planning Board	28	29
30	31					

Schedule

August						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 5:30 to 7 pm - Steering Committee Meeting #6	2	3	4	5
6	7 5 pm - Haywood County Budget Committee	8 5:30 pm - Brownsville BMA	9	10 6 pm - Haywood County Planning Commission 6 pm - Haywood County School Board	11	12
13	14 6 pm - Haywood County Commission	15 5:30 to 7 pm - JECDB 7 pm - Stanton BMA	16	17 5 pm - Stanton Planning Commission	18	19
20	21	22 5 pm - Haywood County Board of Zoning Appeals	23	24 4 pm - Brownsville Planning Board	25	26
27	28	29 5:30 to 7 pm - Steering Committee Meeting #7	30	31		

Project Schedule



Steering Committee Meeting

A Public Engagement

Questions?

Thank you

Send questions to:

Jonathan Flynt at jflynt@lrk.com

Rachel Helton at rhelton@lrk.com