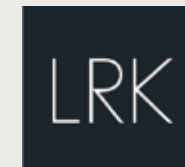


Haywood Next: Future Land Use Plan

Steering Committee Meeting #7

August 29, 2023



Introduction

Agenda

Steering Committee Meeting #7:

- Sub-Consultant Update
- Draft Alternate Land Use Scenarios
- Land Use Palette Draft
- Draft Ordinance Update
- Next Steps
- Wrap-Up Q&A

Sub-Consultant Update Market Assessment

Overview:

- Agriculture
- Housing/Household Growth
- Commercial/Non Residential Growth
- Industrial Summary

Sub-Consultant Update Market Assessment

Agriculture Summary (Current Conditions):

- Over 200,000 acres of land for agricultural production
- One of Tennessee's largest cotton and soybean producers
- Cattle and calves are the largest livestock production in the county

Agriculture Summary (Future Impact):

- A decrease in productive land does not necessarily imply a decrease in yield
- Larger properties owned or leased are less likely to transition away from agriculture in the next ten years
- Uncontrolled housing growth would have the most significant impact on agricultural land uses

Sub-Consultant Update Market Assessment

Housing/Household Growth:

- The unemployment rate in Haywood County is low - should currently employed County residents choose to shift jobs, vacated positions cannot be internally met
- New employees represent potential new residents - population increase will mainly be synonymous with new households
- Housing vacancy rates are low, thus new households increase demand for new housing

Sub-Consultant Update Market Assessment

Housing/Household Growth:

- Estimates of employment at Blue Oval are 4,800, 5,800, and 9,500 jobs in five, ten, and twenty years
- Haywood County will likely capture between 10% and 20% of the new households associated with the new jobs
- Between 90% and 97% of the jobs will be associated with people moving into the area

Sub-Consultant Update Market Assessment

Housing/Household Survey Responses:

- 40% of responding households may or are likely to move in the next five years
- Of those likely to move, only 12% would move out of Tennessee - indicates a higher probability residents will stay in Haywood County
- Two and three-bedroom units are most desirable by those looking to stay in Haywood County



Sub-Consultant Update Market Assessment

Haywood County - Housing Unit Market Share

- 2020 Market Share
 - Haywood County - Population of 17,864
 - City of Brownsville - Population of 9,844 (54.79%)
 - Town of Stanton - Population of 420 (2.35%)

	<i>City of Brownsville</i>	<i>Town of Stanton</i>	<i>Elsewhere</i>	<i>Total Units</i>
5 Years Market Share	432	19	338	789
10 Years Market Share	1,369	59	1,071	2,498
20 Years Market Share	3,678	158	2,877	6,733

Sub-Consultant Update Market Assessment

Factors that impact the likelihood of ownership and rental of new units:

- The propensity of those that have been in the County longest to move
- Employment turnover in industrial plants
- Income levels for households with only one person employed at Blue Oval or related industrial activity

Sub-Consultant Update Market Assessment

Estimates based on current economic and housing market conditions:

- 50% of all new units will have the equivalency of three bedrooms, one of which might be used as an office or den area
- 20% will be studio or one-bedroom units likely oriented toward one or two-person households
- 60% of the owner-occupied units will be three bedrooms or larger

Sub-Consultant Update Market Assessment

Commercial/Non-Residential Growth:

Substantial household growth will occur in Haywood County in the five, ten, and twenty-years - This will result in significant new supportable commercial space opportunities

- About 240,000 square feet of new space will be marketable in five years
- About 550,000 square feet of new space will be marketable in the next ten years
- About 1.3 million square feet of new space will be marketable in the next twenty years

Sub-Consultant Update Market Assessment

Industrial Growth:

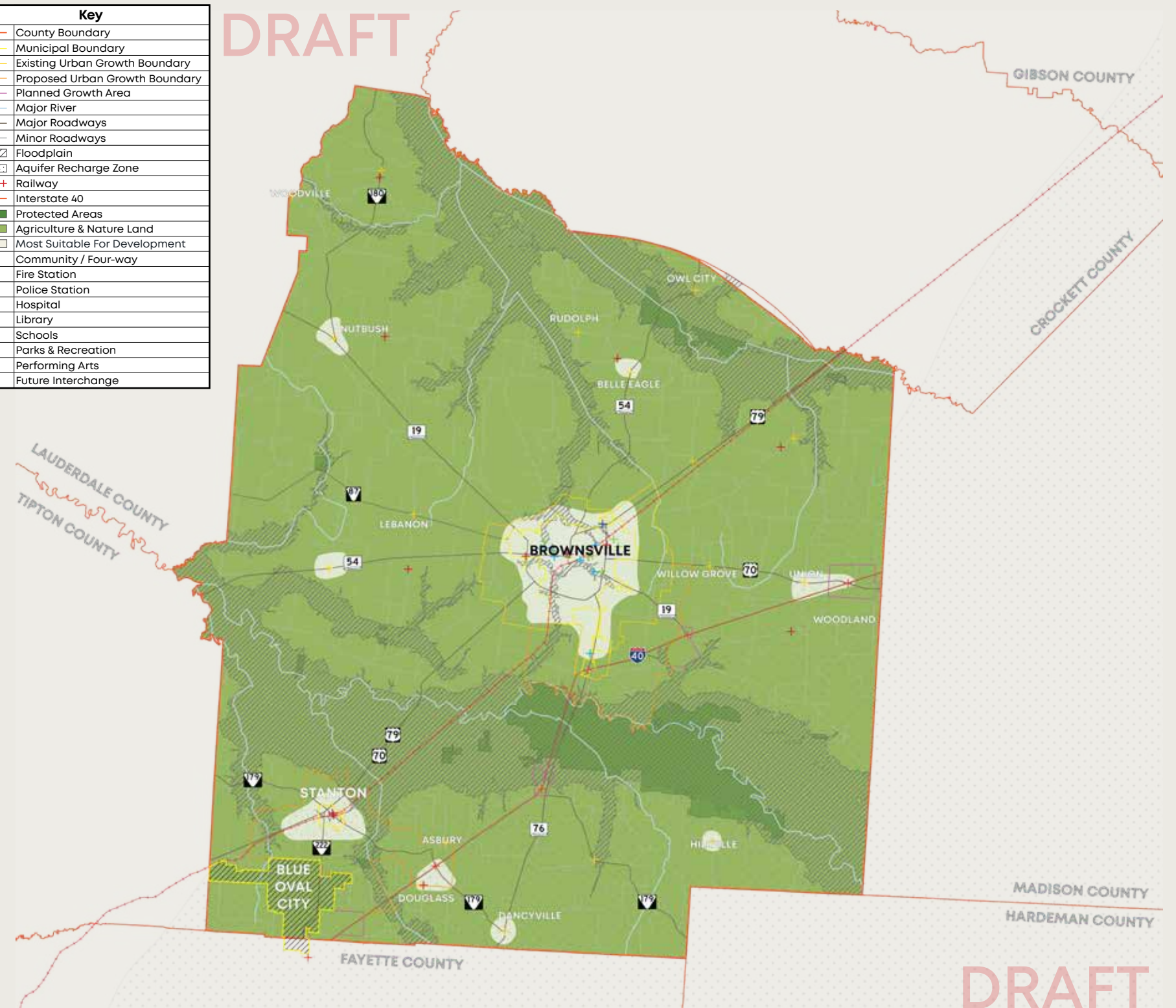
- Industrial development will likely have the most significant economic impact
- Potential for 3,000,000 additional square feet of industrial space
- Some development may be linked with vehicle assembly, but other opportunities exist
- Improvements to transportation, communications, and infrastructure networks will be needed to accommodate growth.

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

DRAFT



DRAFT

Alternate Land Use Scenarios

Growth Principles

- 1 **Grow & Protect**
- 2 **Guide & Focus**
- 3 **Invest in Existing**
- 4 **Accessibility to Facilities**
- 5 **High-Quality & Inclusive**
- 6 **Maintaining Attainability**
- 7 **Improve Connectivity**

DRAFT
Alternate Land Use
Scenarios
DISCLAIMER








The Alternate Land Use Scenarios are a graphic representation of the development potential in hypothetical locations based on the market analysis findings and adopted Growth Principles.

- The scenarios are not Future Land Use Plans or zoning plans.
- The growth patterns depicted in the Business-as-Usual Scenario are not entirely consistent with the adopted Growth Principles.
- The remaining scenarios are consistent with the Growth Principles.

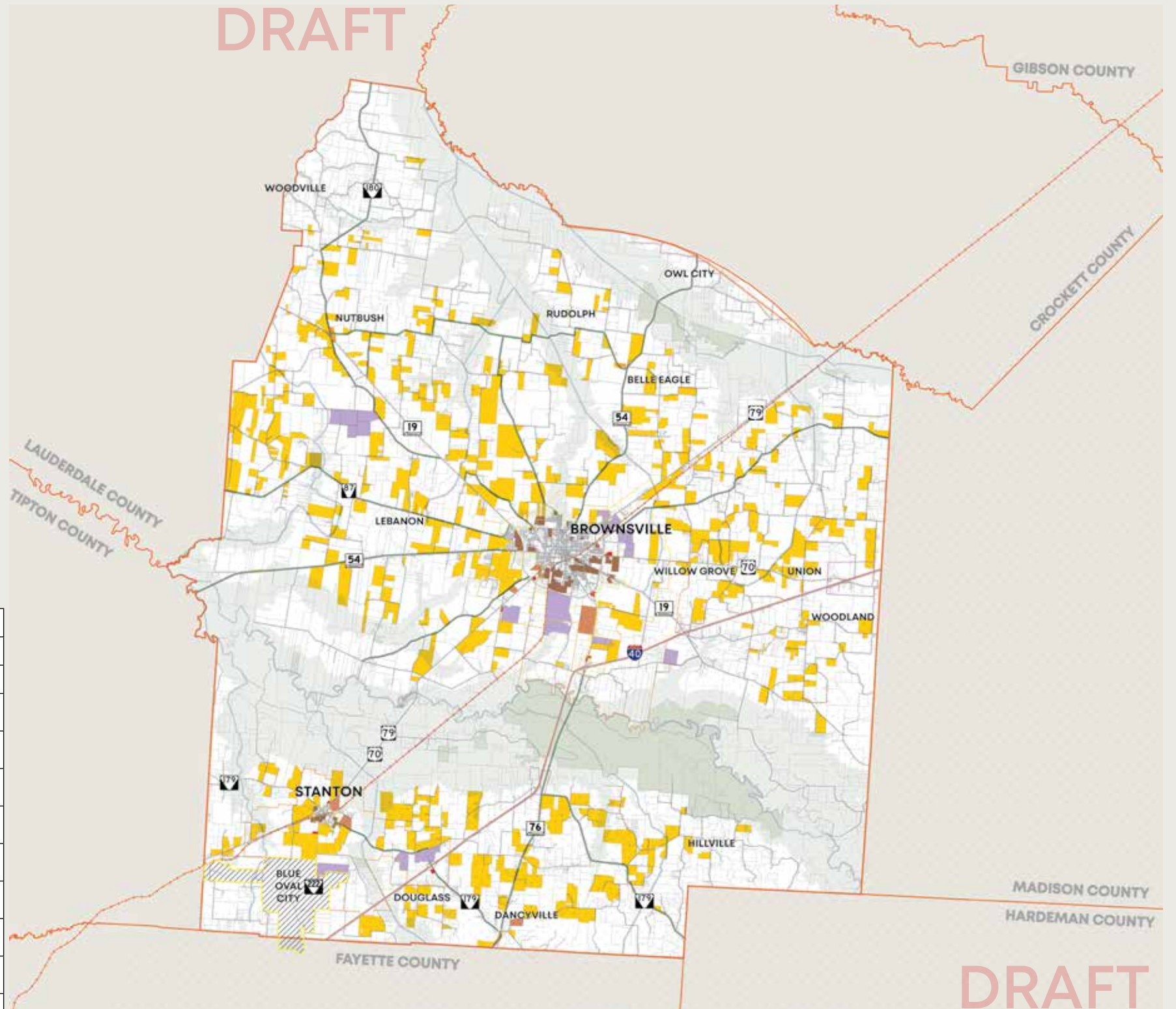
DRAFT

Alternate Land Use Scenarios

Business-as-Usual

		LEGEND			
		MUNICIPALITIES		HAYWOOD COUNTY	
		Brownsville	Stanton	Elsewhere	TOTAL
RESIDENTIAL DEVELOPMENT					
	Within Existing Municipal Boundaries	950 Acres	30 Acres	20 Acres	987 Acres
	Adjacent to Municipal Boundaries	318 Acres	18 Acres	-	336 Acres
	4-Ways	-	-	20 Acres	20 Acres
	Conservation Cluster	-	-	-	-
	Rural Residential (FAR & R-1)	-	-	33,565 Acres	33,565 Acres
	COMMERCIAL	60 Acres	15 Acres	-	75 Acres
	INDUSTRIAL				








Note: Draft graphic representation of the development potential in hypothetical locations based on the market analysis findings for each development scenario.



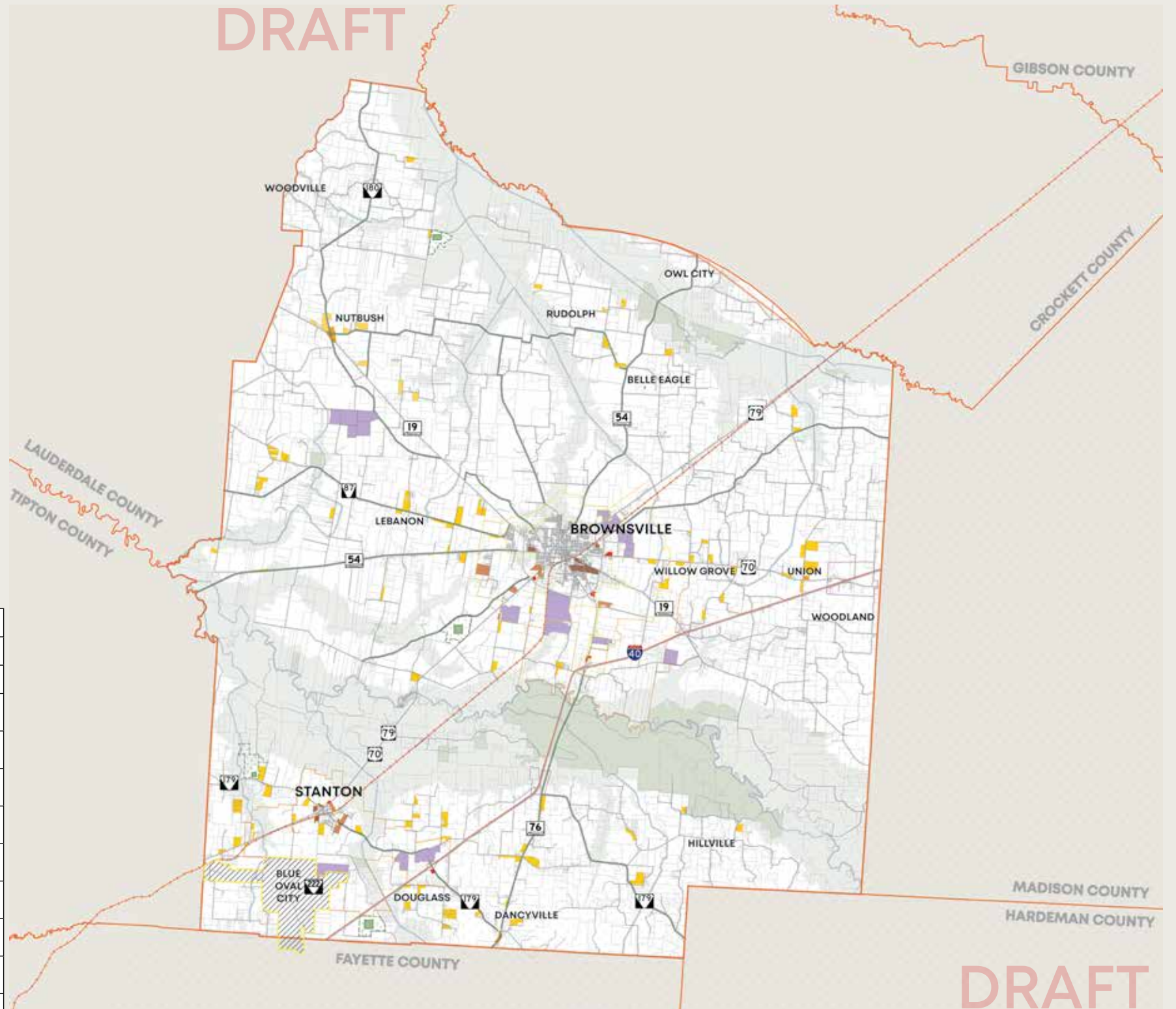
DRAFT

Alternate Land Use Scenarios








Minimally Guided Dispersed Development

		LEGEND			
		MUNICIPALITIES		HAYWOOD COUNTY	
		Brownsville	Stanton	Elsewhere	TOTAL
RESIDENTIAL DEVELOPMENT					
	Within Existing Municipal Boundaries	278 Acres	16 Acres	-	294 Acres
	Adjacent to Municipal Boundaries	210 Acres	14 Acres	-	224 Acres
	4-Ways	-	-	84 Acres	84 Acres
	Conservation Cluster	-	-	224 Acres	224 Acres
	Rural Residential (FAR & R-1)	-	-	4,028 Acres	4,028 Acres
	COMMERCIAL	55 Acres	10 Acres	10 Acres	75 Acres
	INDUSTRIAL				

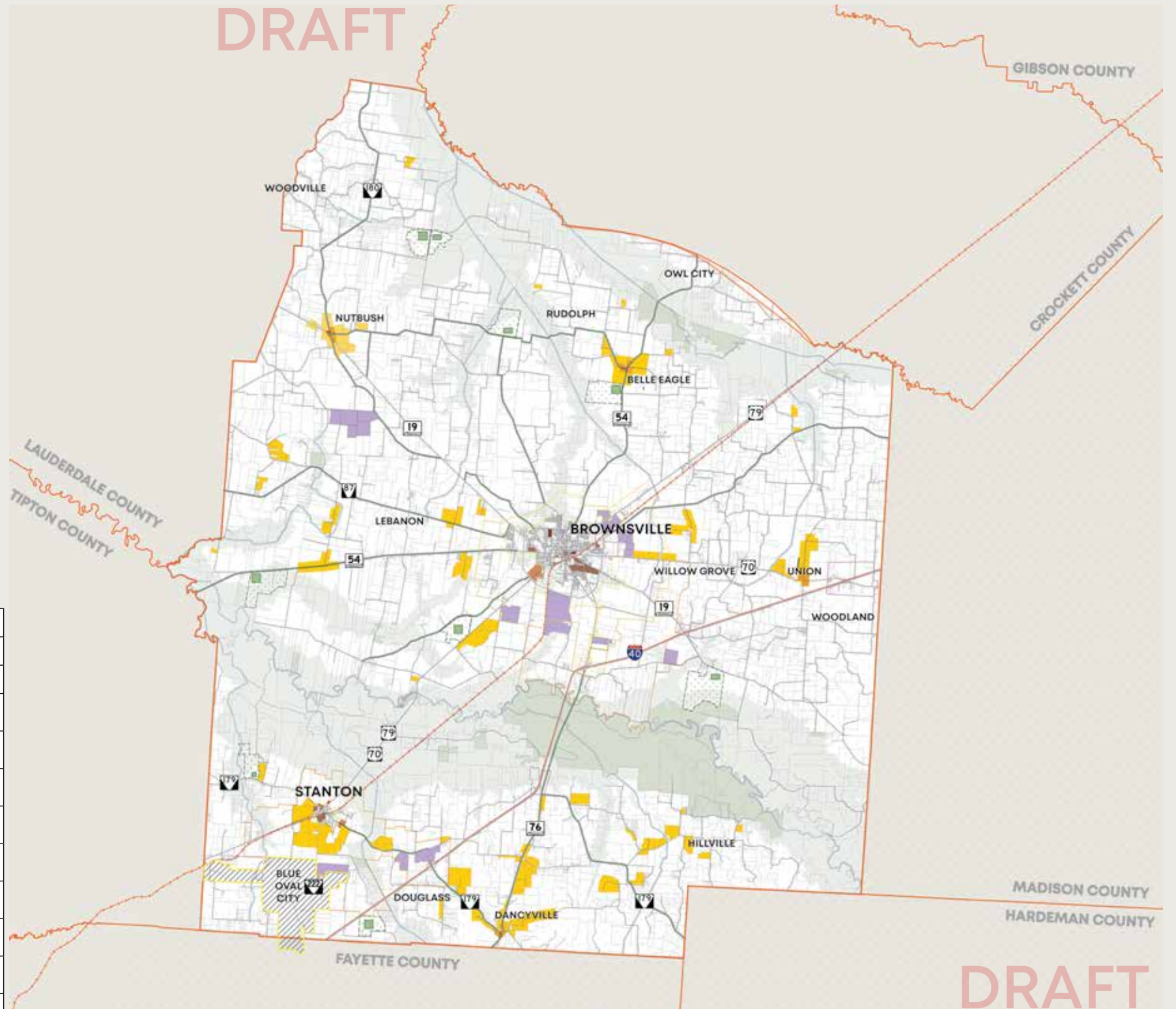
Note: Draft graphic representation of the development potential in hypothetical locations based on the market analysis findings for each development scenario.



DRAFT Alternate Land Use Scenarios Focused Development in Communities & Clustered in the Countryside

		LEGEND			
		MUNICIPALITIES		HAYWOOD COUNTY	
		Brownsville	Stanton	Elsewhere	TOTAL
RESIDENTIAL DEVELOPMENT					
	Within Existing Municipal Boundaries	238 Acres	14 Acres	-	252 Acres
	Adjacent to Municipal Boundaries	118 Acres	8 Acres	-	126 Acres
	4-Ways	-	-	168 Acres	168 Acres
	Conservation Cluster	-	-	336 Acres	336 Acres
	Rural Residential (FAR & R-1)	-	-	8,056 Acres	8,056 Acres
	COMMERCIAL	55 Acres	10 Acres	10 Acres	75 Acres
	INDUSTRIAL				

Note: Draft graphic representation of the development potential in hypothetical locations based on the market analysis findings for each development scenario.










DRAFT

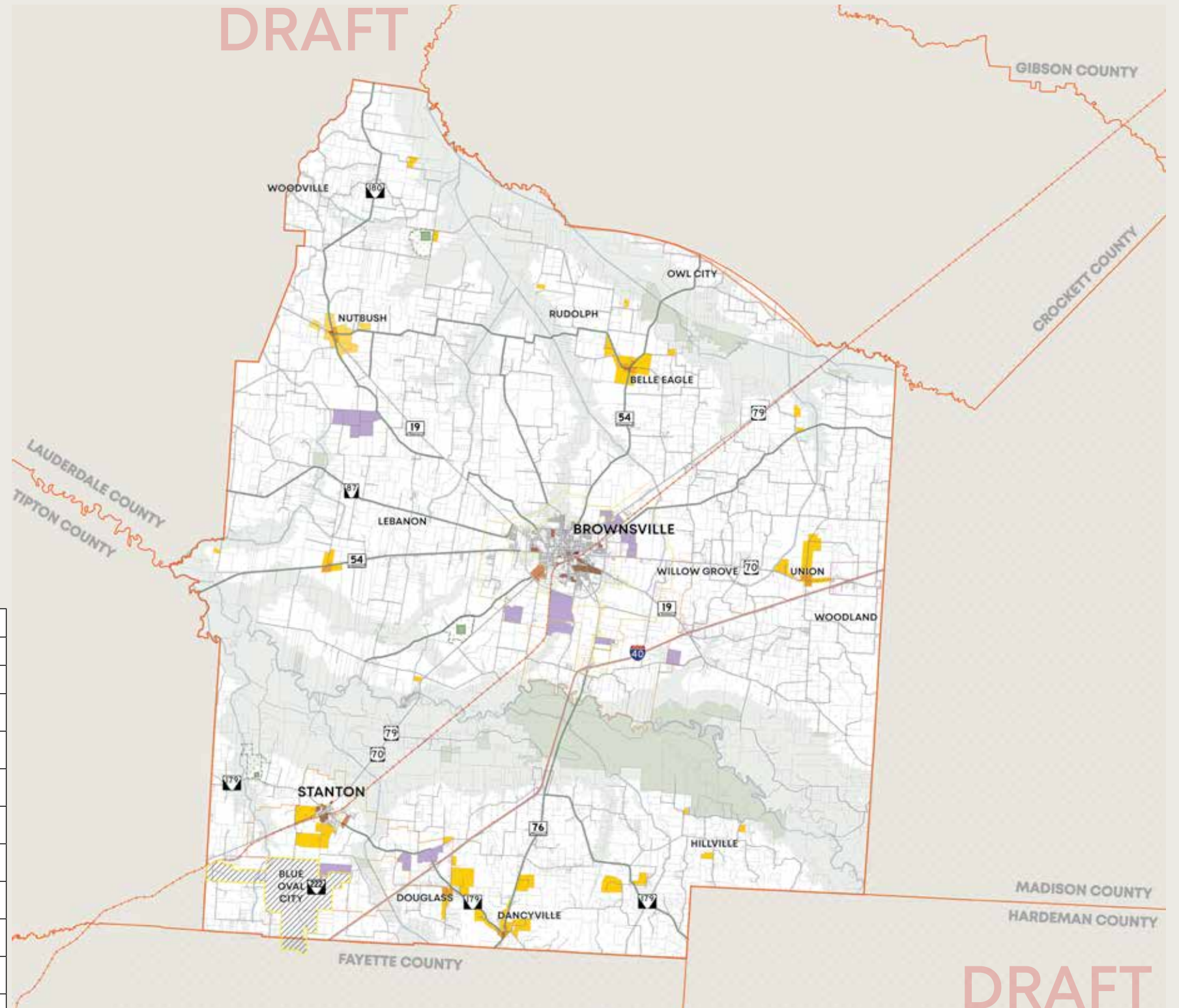
DRAFT

Alternate Land Use Scenarios

Concentrated Investment in Existing Communities & Conservation of the Countryside

		LEGEND			
		MUNICIPALITIES		HAYWOOD COUNTY	
		Brownsville	Stanton	Elsewhere	TOTAL
RESIDENTIAL DEVELOPMENT					
	Within Existing Municipal Boundaries	118 Acres	8 Acres	-	126 Acres
	Adjacent to Municipal Boundaries	318 Acres	18 Acres	-	336 Acres
	4-Ways	-	-	252 Acres	252 Acres
	Conservation Cluster	-	-	112 Acres	112 Acres
	Rural Residential (FAR & R-1)	-	-	4,028 Acres	4,028 Acres
	COMMERCIAL	55 Acres	10 Acres	10 Acres	75 Acres
	INDUSTRIAL				

Note: Draft graphic representation of the development potential in hypothetical locations based on the market analysis findings for each development scenario.



Report

Draft Land Use Designations

Land Use Place Type Descriptions

Town Center

A community core with a concentrated variety and mix of higher density/intensity retail, commercial, office, civic/institutional, residential, and light industrial uses.

Town Corridor

Higher to moderate density use typically located along and adjacent to primary transportation corridors.

Town Commercial

Areas of moderate to lower density commercial, retail, office, and civic/institutional uses typically associated with larger building footprints.

Town Residential

Neighborhoods characterized by moderate density residential uses incorporating a variety of housing types including townhomes, apartments, and single family homes.

Neighborhood Center

A node that incorporates smaller scale lower density/intensity commercial, retail, office, and civic use, serving nearby or adjoining residential neighborhoods.

Neighborhood Residential

Neighborhoods characterized by moderate to lower density residential uses primarily composed of apartments, townhomes, and single family homes.

Rural Four-Way

A rural crossroads or focal point of lower density retail, office, civic/institutional, light industrial, and residential uses providing services for the surrounding countryside.

FARR

Countryside characterized by forestry, agricultural, and low-density rural residential.

Open Space

Areas appropriate for active or passive uses, parks, recreation, and environmentally sensitive features, such as floodplains and wetlands.

Employment Center

Areas of moderate to larger-scale office, civic/institutional, and light/heavy industrial uses.

Report

Draft Land Use Designations

Neighborhood Center

Land Use Intent

Neighborhood Center serves as a walkable, safe, cherished local activity center. Typically located near or adjoining established residential neighborhoods, these nodes of supportive commercial, retail, office, and civic use are small in scale, compatible, and convenient to adjacent neighborhoods. Often anchored by a general store, food market, or pharmacy catering to the immediate needs of nearby residents. Frequently they will include multiple restaurant options including opportunities for outdoor dining, public space, amenities. Neighborhood Centers should be located where transit options can be provided. Activity, special events, and programming is suited for the local community creating a hub to gather, meet, and strengthen the sense of community.

General Development Character

Building form characterized by a combination of small "big-box" storefronts, connective supportive retail, and occasionally outparcels along the frontage of roadways. A functional and inviting pedestrian network is critical to tie adjacent neighborhoods to buildings within the Neighborhood Center. Major emphasis should be placed on landscaping, features, and furnishings for a pleasant experience even within intimately scaled parking areas. Architectural detail should be heightened since they are often highly visible to nearby neighborhoods. Screening of parking, loading, refuse, service areas, mechanical, and utility equipment. The Neighborhood Center should be located where there is adequate infrastructure and convenient for residents.

Land Use Considerations

- Residential
- Commercial/Retail
- Office
- Civic/Institutional
- Parks/Recreational



Exterior seating at commercial development.



Well-designed pedestrian network.



Anchor facility in a Neighborhood Center.

Form and Pattern

Andanturitiā velendam etus, eici omnimin ullecus que cus es reneucusdae soluptatis dia est, estrunt rent quae dolorep elendigniame ditote illupta enimus sunt officil labore, sus doluptas doloritati tem veridelendusa sit eastiossum di di cullantias sum hiliquam sunt as velloboreped modio exerit ut et unt a quot.












Eliquis de verum undicianihit dolupta quaeptiaspe eum volut velit velis alitatis as mos simuscitate doluptate esse nonsequi re eos ipsapicati blatur? In pa vel idi dunt velectem quisail laudici pieneceatem cor aboruptate parum ea dolupient officiu ntoribnam, quatiis eat reptatae reptatet magnimus, te officaborion re vollore hendis rem as volloestrum cor alibusae nonsend emoluptas expedi autatur, sum harum inis et, secabor modictum eicatutempor

Development Pattern	Lower intensity mixed-use buildings
Residential Density	6.0 - 18.0 dwelling units/acre (typical)
Non-Residential Intensity	Approximately 0.5 FAR (typical) ground floor
Building Height	1-5 stories (typical)
Public Space Features	Xxxx
Parking	Shared parking highly encouraged.

Report

Draft Land Use Designations

Land Use Place Types

COLOR	PLACE TYPE	RESIDENTIAL	COMMERCIAL / RETAIL	OFFICE	AGRICULTURAL	LIGHT INDUSTRIAL	HEAVY INDUSTRIAL	CIVIC / INSTITUTIONAL	PARKS / RECREATIONAL
	TOWN CENTER	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	TOWN CORRIDOR	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	TOWN COMMERCIAL	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	TOWN RESIDENTIAL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	NEIGHBORHOOD CENTER	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	NEIGHBORHOOD RESIDENTIAL	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	RURAL FOUR-WAY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	FORESTRY, AGRICULTURAL, & RURAL RESIDENTIAL (FARR)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	OPEN SPACE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	EMPLOYMENT CENTER	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	FLOODPLAIN OVERLAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Land Use Place Type Descriptions

Town Center

A community core with a concentrated variety and mix of higher density/intensity retail, commercial, office, civic/institutional, residential, and light industrial uses.

Town Corridor

Higher to moderate density use typically located along and adjacent to primary transportation corridors.

Town Commercial

Areas of moderate to lower density commercial, retail, office, and civic/institutional uses typically associated with larger building footprints.

Town Residential

Neighborhoods characterized by moderate density residential uses incorporating a variety of housing types including townhomes, apartments, and single family homes.

Neighborhood Center

A node that incorporates smaller scale lower density/intensity commercial, retail, office, and civic use, serving nearby or adjoining residential neighborhoods.

Neighborhood Residential

Neighborhoods characterized by moderate to lower density residential uses primarily composed of apartments, townhomes, and single family homes.

Rural Four-Way

A rural crossroads or focal point of lower density retail, office, civic/institutional, light industrial, and residential uses providing services for the surrounding countryside.

FARR

Countryside characterized by forestry, agricultural, and low-density rural residential.

Open Space

Areas appropriate for active or passive uses, parks, recreation, and environmentally sensitive features, such as floodplains and wetlands.

Employment Center

Areas of moderate to larger-scale office, civic/institutional, and light/heavy industrial uses.

Draft Ordinance Updates

Haywood Planning Commission

- Continued discussion of Planned Development ordinances
- Introduced Conservation Planned Developments
- Worksession with County Commission to review as single package

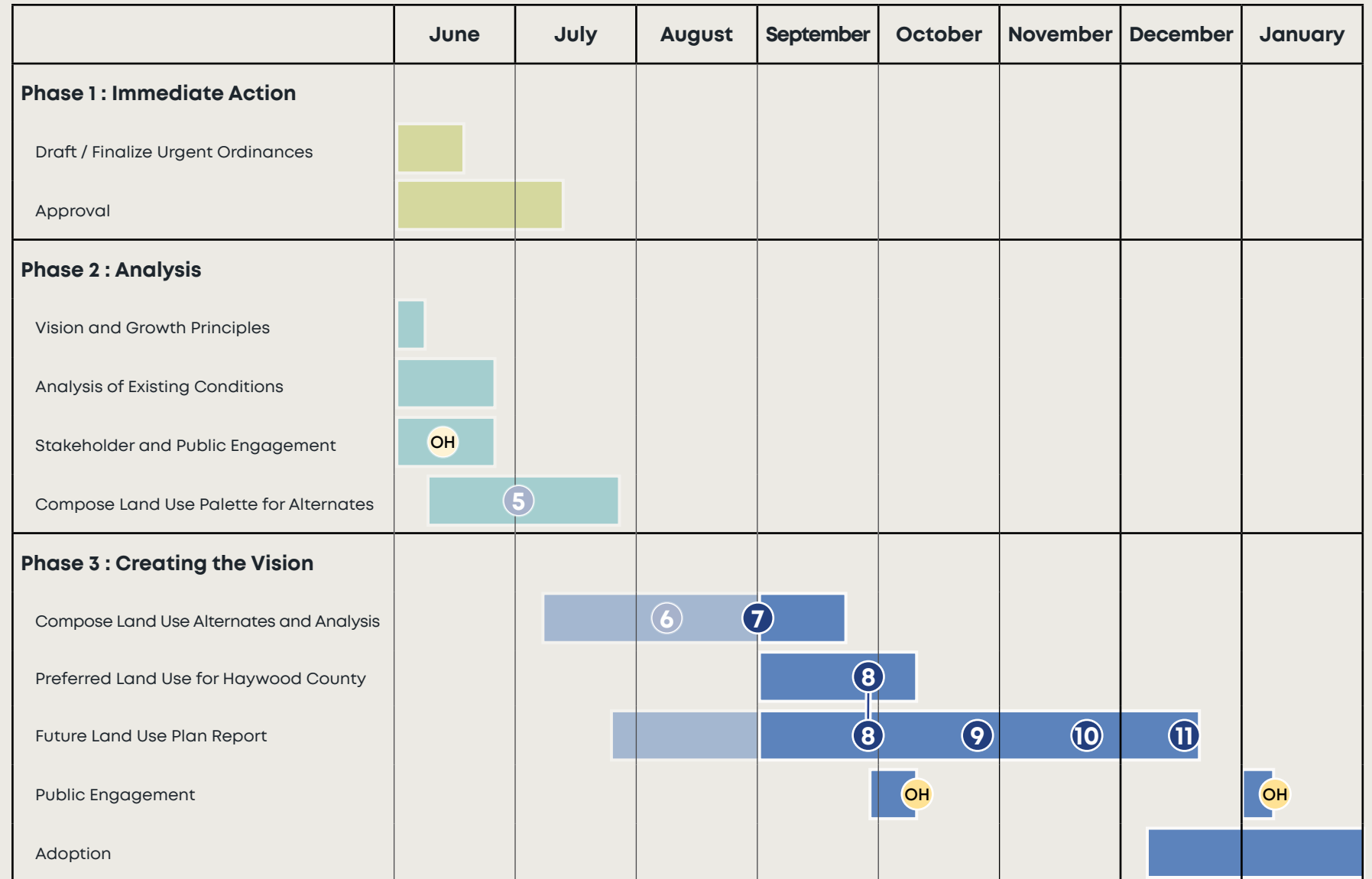
Brownsville Planning Commission

- Continued discussion on Package A (General Submission Requirements and Deadlines)
- Reviewed Package B (Additional Submission Requirements)

Stanton Planning Commission

- Reviewed Package A
- Package B to be Issued

Project Schedule



Steering Committee Meeting

A Public Engagement

**Steering Committee
Worksession #8**

*September 25th or
October 3rd*

- **Scenarios**
- **Fiscal Analysis**

Public Open House

*October 3rd or
October 9th*

- **Scenarios**
- **Fiscal Analysis**

**Steering Committee
Worksession #9**

October 23rd

- **Identify Preferred
Future Land Use Plan**
- **Laying out Land
Use Palette on
Countywide/
Brownsville/Stanton
Maps**

**Steering Committee
Meeting #10**

November 21st

- **95% Future Land Use
Plan (Map)**
- **75% Report Review**

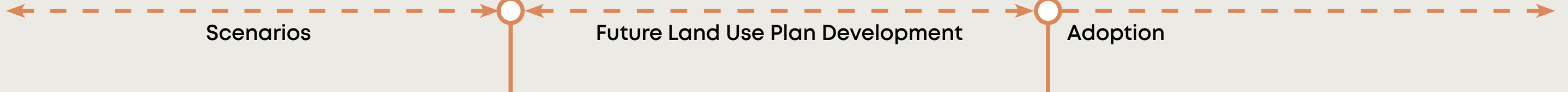
**Steering Committee/
JECDB Meeting**

December 19th

- **99% Report**

**Public Unveiling
Open House**

January 2024



Next Steps

Next Steering Committee Worksession

- TUESDAY SEPTEMBER 25TH* at 5:30
 - Review Alternate Land Use Scenarios and Fiscal Analysis
 - Review Draft Land Use Plan Report
- Questions or Comments
 - Haywood@lrk.com

**Dependant on Date of Subconsultant Deliverable*

Schedule

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

Schedule

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

Schedule

November						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 90% Future Land Use Plan	4
5	6 5 pm - Haywood County Budget Committee	7	8	9 6 pm - Haywood County Planning Commission 6 pm - Haywood County School Board	10 Distribute 75% Future Land Use Plan Report for Review	11
12	13	14 5:30 pm - Brownsville BMA	15	16 4 pm - Haywood Historic Zoning Commission 5 pm - Stanton Planning Commission	17	18
19	20 6 pm - Haywood County Commission	21 5:30 to 7 pm - Steering Committee Meeting #10 7 pm - Stanton BMA	22	23 Thanksgiving	24	25
26	27	28 5 pm - Haywood County Board of Zoning Appeals	29	30 4 pm - Brownsville Planning Commission		

Questions?

Thank you

Send questions to:

haywood@lrk.com

Jonathan Flynt at jflynt@lrk.com

Rachel Helton at rhelton@lrk.com