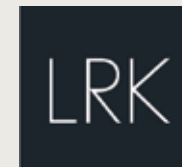


# Haywood Next: Future Land Use Plan

## Steering Committee Meeting #6

August 1, 2023



# Introduction

## Agenda

### Steering Committee Meeting #6:

- Sub-Consultant Update
- Draft Alternate Land Use Scenarios
- Report Draft Table of Contents
- Draft Ordinance Update
- Next Steps
- Wrap-Up Q&A

# Sub-Consultant Update Next Steps

## Sub-Consultant Update:

- Market Analysis Update from The Chesapeake Group at our next Steering Committee meeting
- TischlerBise has begun their analysis

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	6,133
Alternative B Rising Housing Values	1,080	1,615	yes	2,695	6,733
Alternative C Ups & Downs in Market	680	1,615	yes	2,295	6,333

Preliminary Market Demand Estimates Synopsis  
Howard Kohn



# Preliminary Market Demand Estimates Synopsis

Howard Kohn

## 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>
<b>5 Years Market Share</b>	432	19	338	789
<b>10 Years Market Share</b>	1,369	59	1,071	2,498
<b>20 Years Market Share</b>	3,678	158	2,877	6,733

# Development Suitability Process

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

2. Areas Potentially Suitable for Development

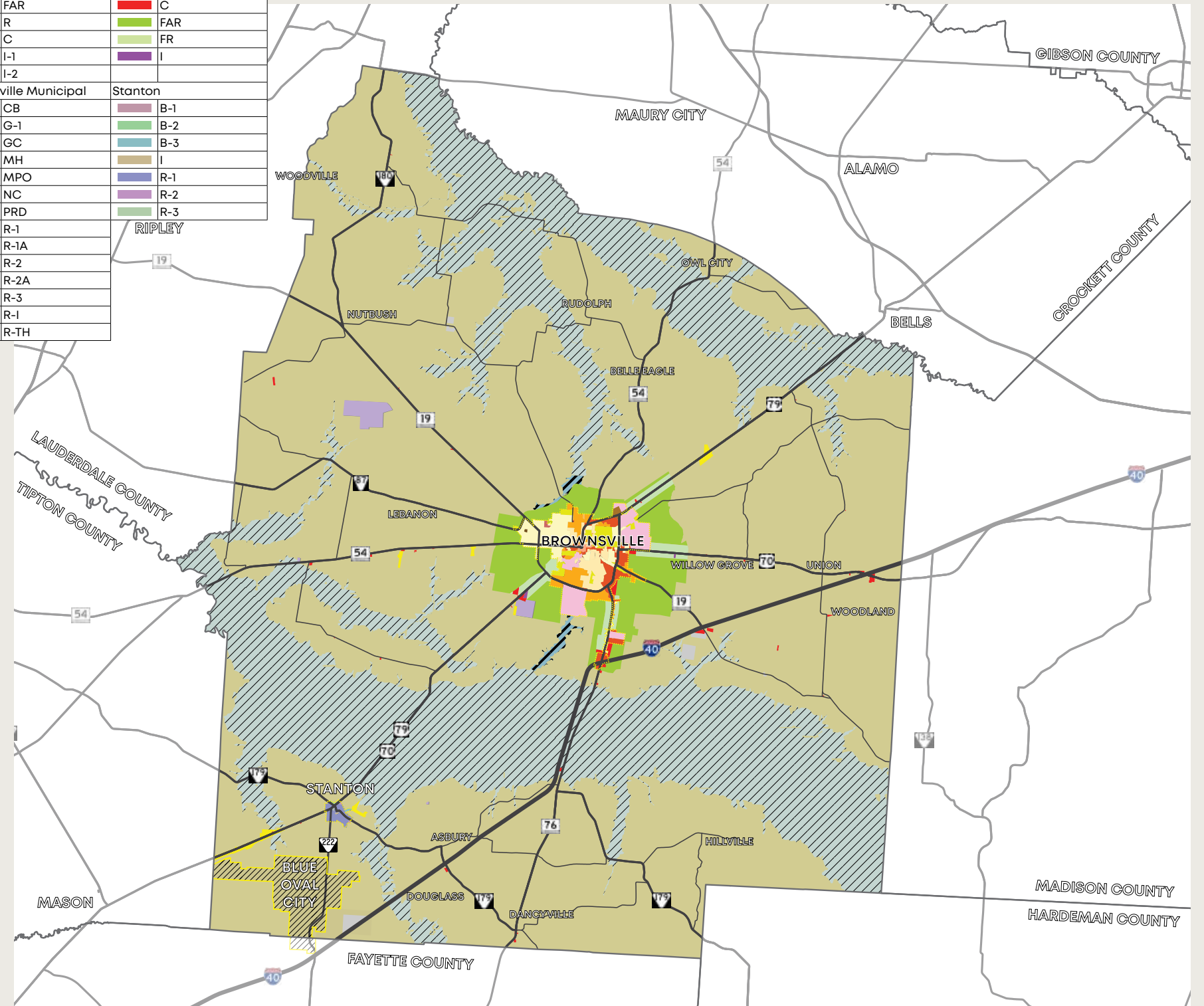
- *Based on existing conditions and assets*

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	

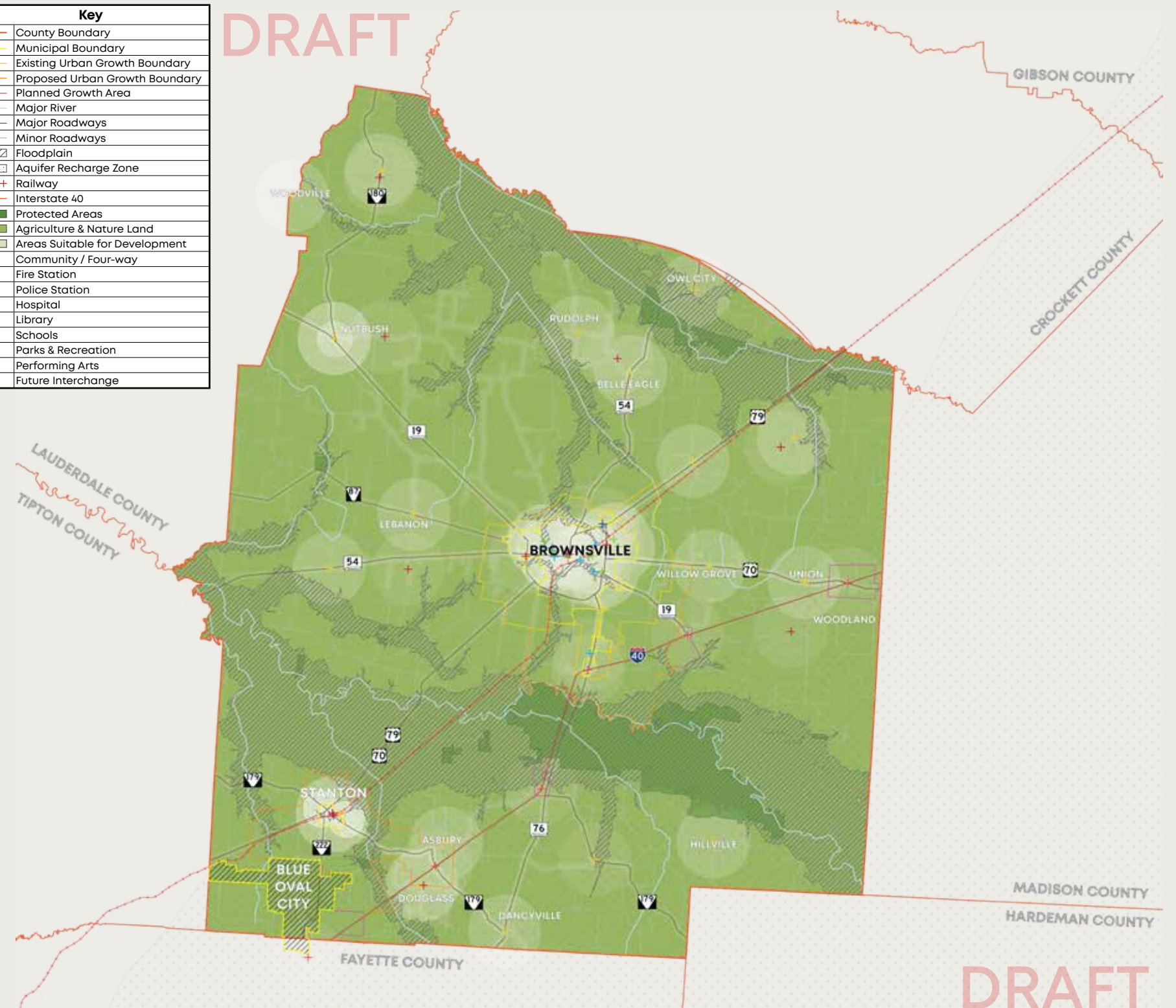




# DRAFT Areas Potentially Suitable for Development

## 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



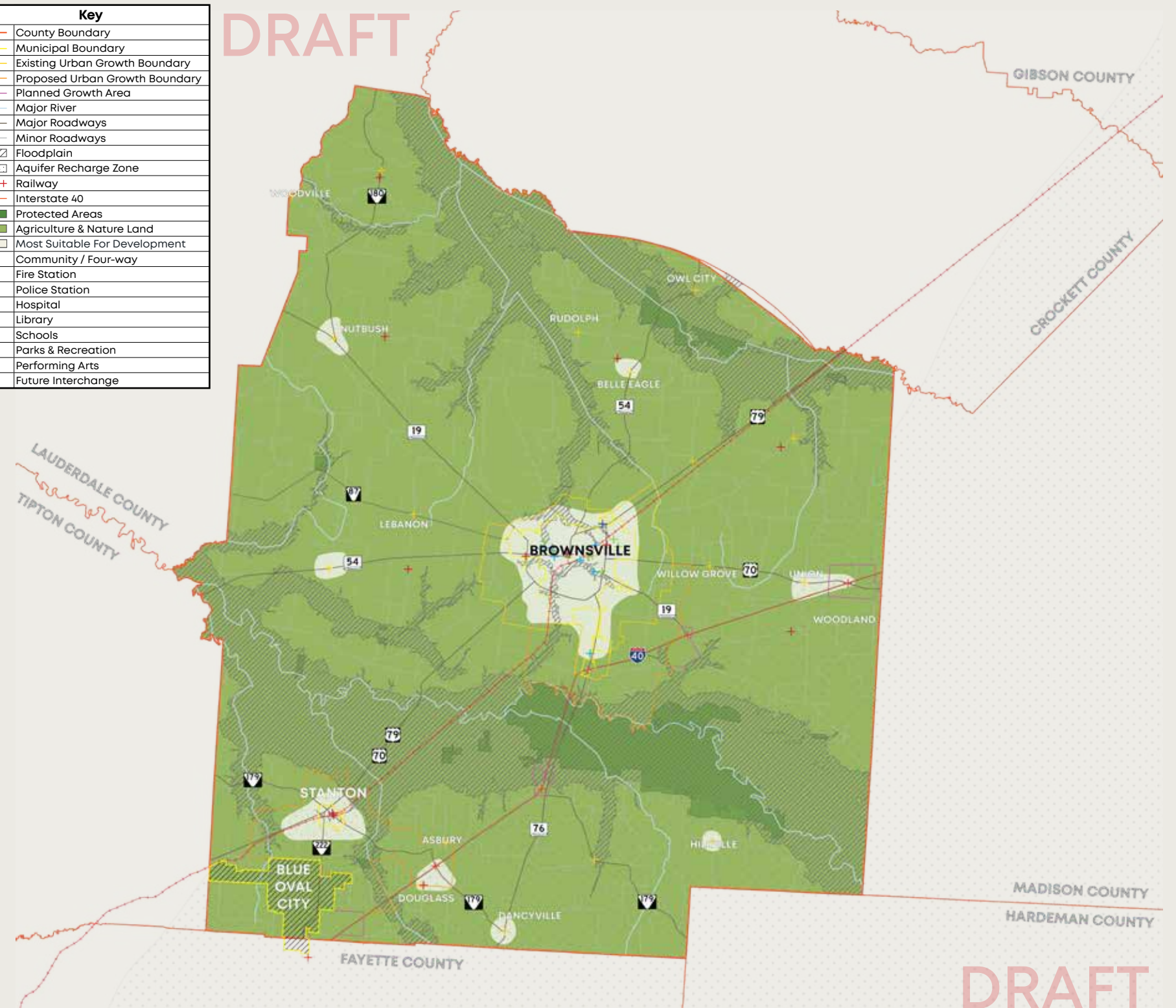
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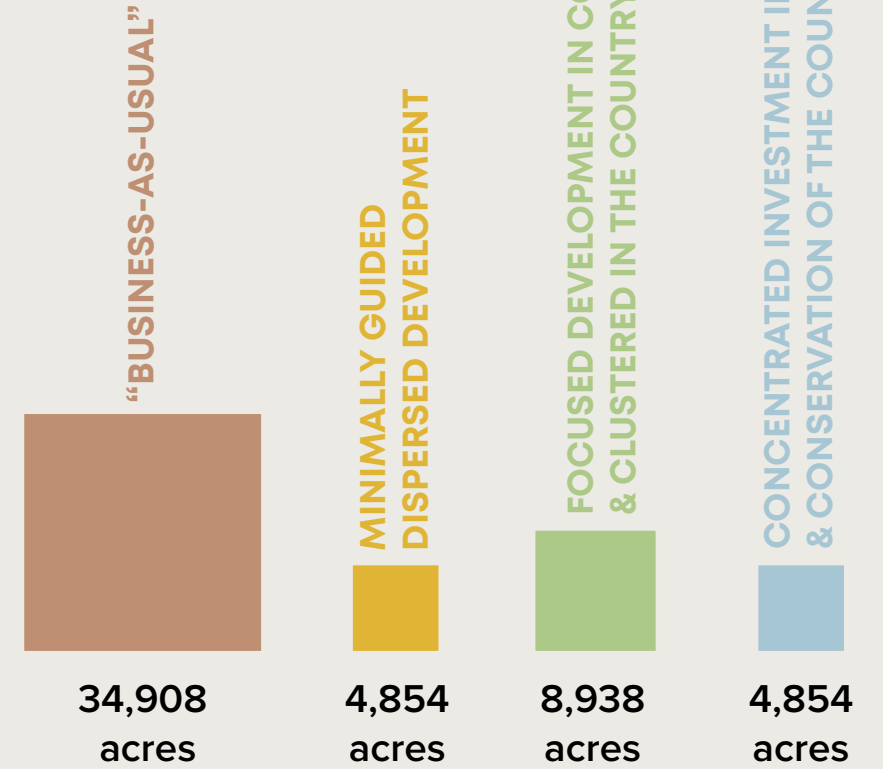
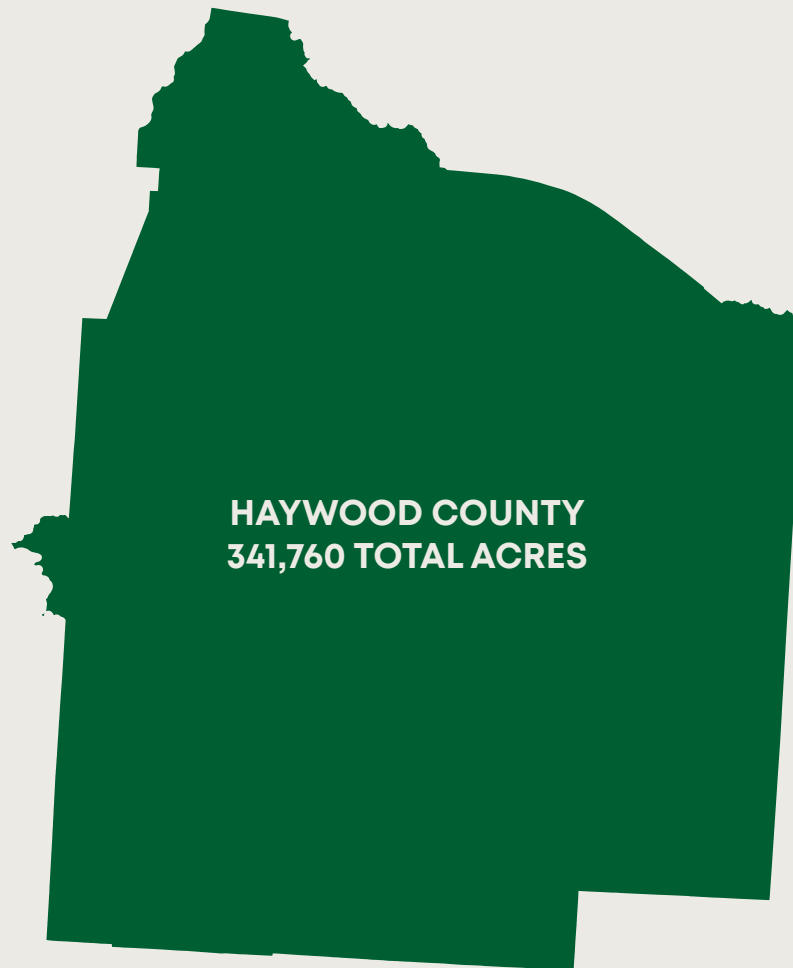
# DRAFT Preferred Areas for Development

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



**DRAFT**  
**Alternate Land Use**  
**Scenarios**  
**Land Consumption**  
**Acreage**



**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 (FARR)

**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.



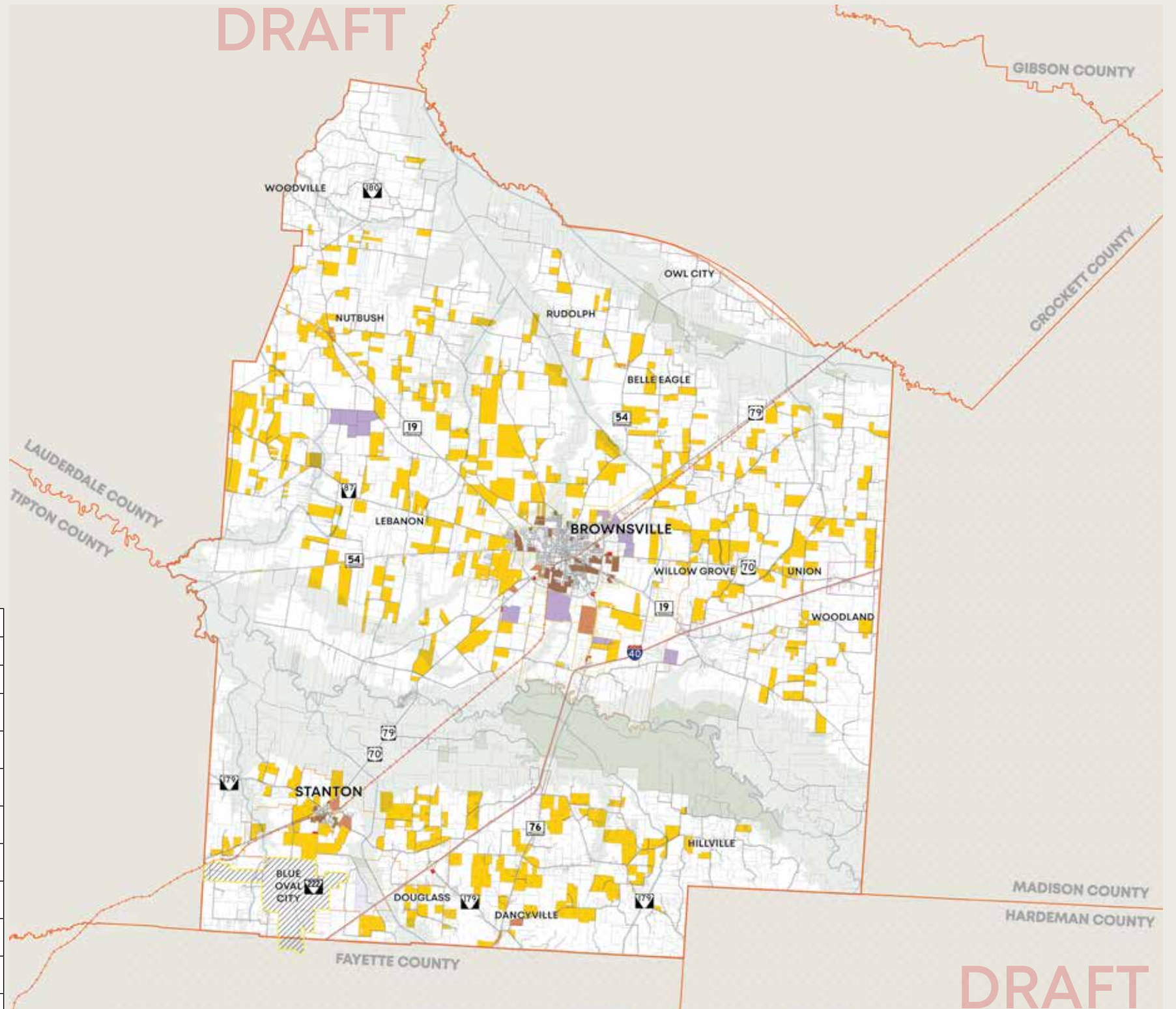
# DRAFT

## Alternate Land Use Scenarios

### Business-as-Usual

LEGEND					
		MUNICIPALITIES		HAYWOOD COUNTY	
		Brownsville	Stanton	Elsewhere	TOTAL
<b>RESIDENTIAL DEVELOPMENT</b>					
	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
	<b>COMMERCIAL</b>	60 Acres	15 Acres	-	75 Acres
	<b>INDUSTRIAL</b>				

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

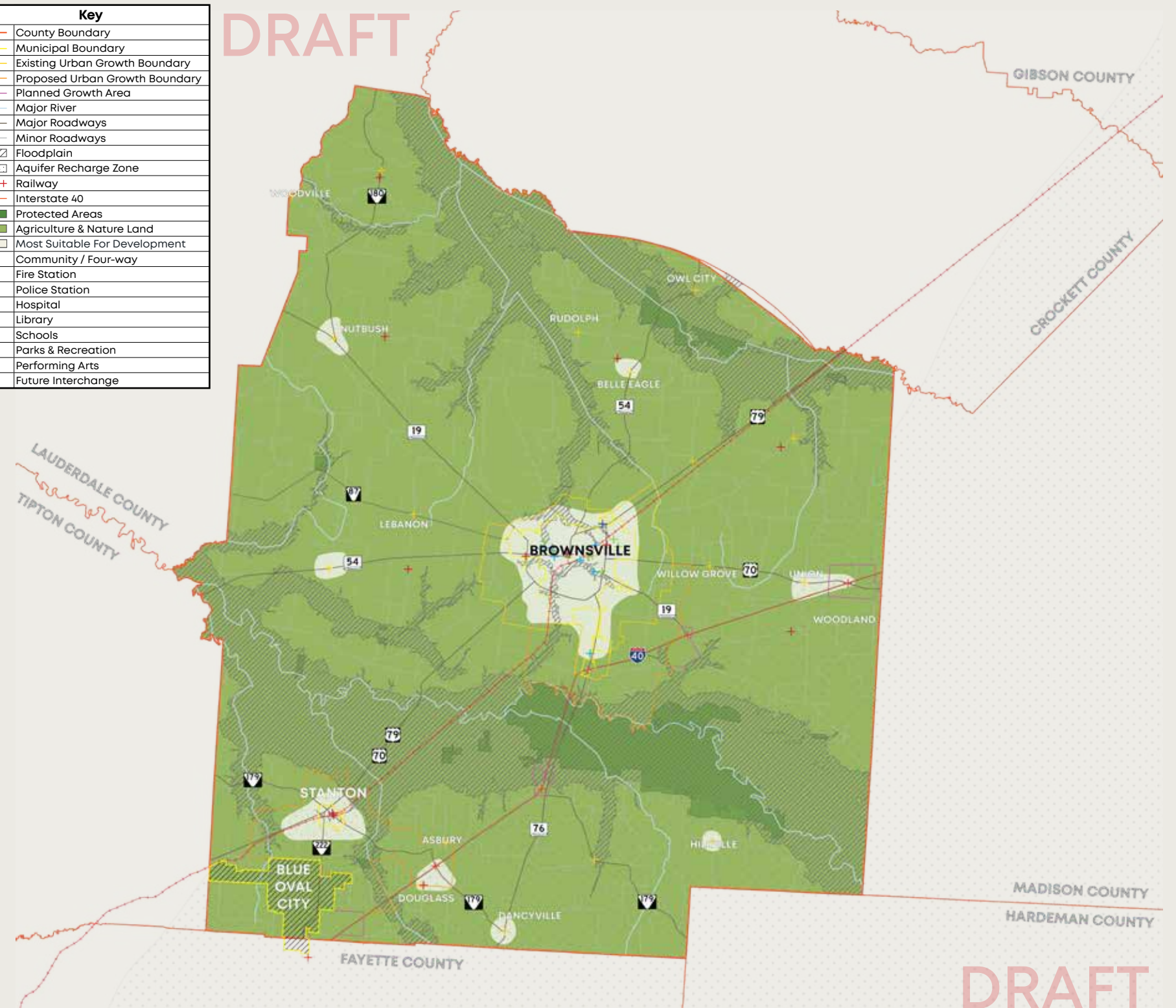




# DRAFT Preferred Areas for Development

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





# 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**

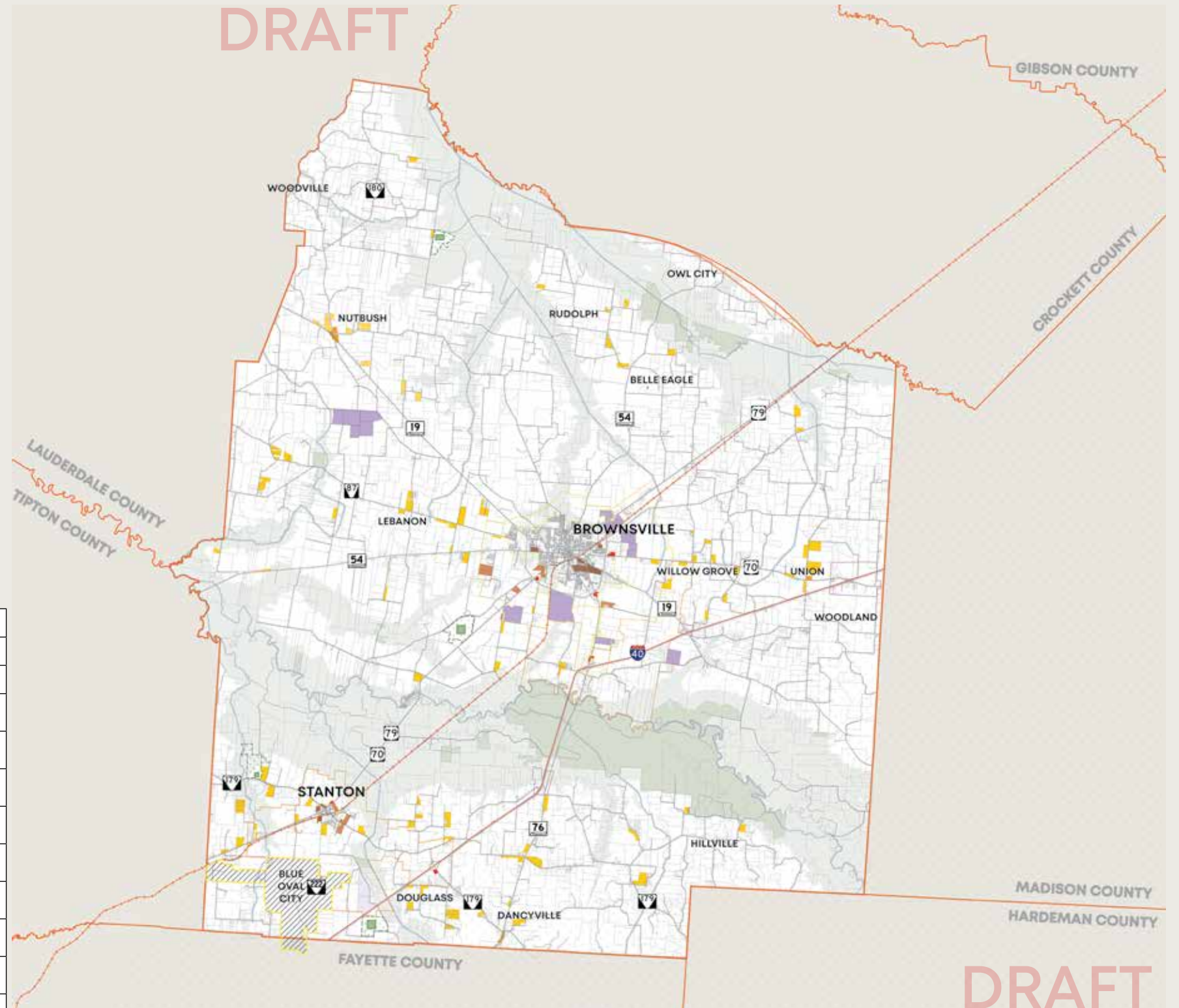
# DRAFT

## Alternate Land Use Scenarios

### Minimally Guided Dispersed Development

		LEGEND			
		MUNICIPALITIES		HAYWOOD COUNTY	
		Brownsville	Stanton	Elsewhere	TOTAL
<b>RESIDENTIAL DEVELOPMENT</b>					
	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
	<b>COMMERCIAL</b>	55 Acres	10 Acres	10 Acres	75 Acres
	<b>INDUSTRIAL</b>				








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



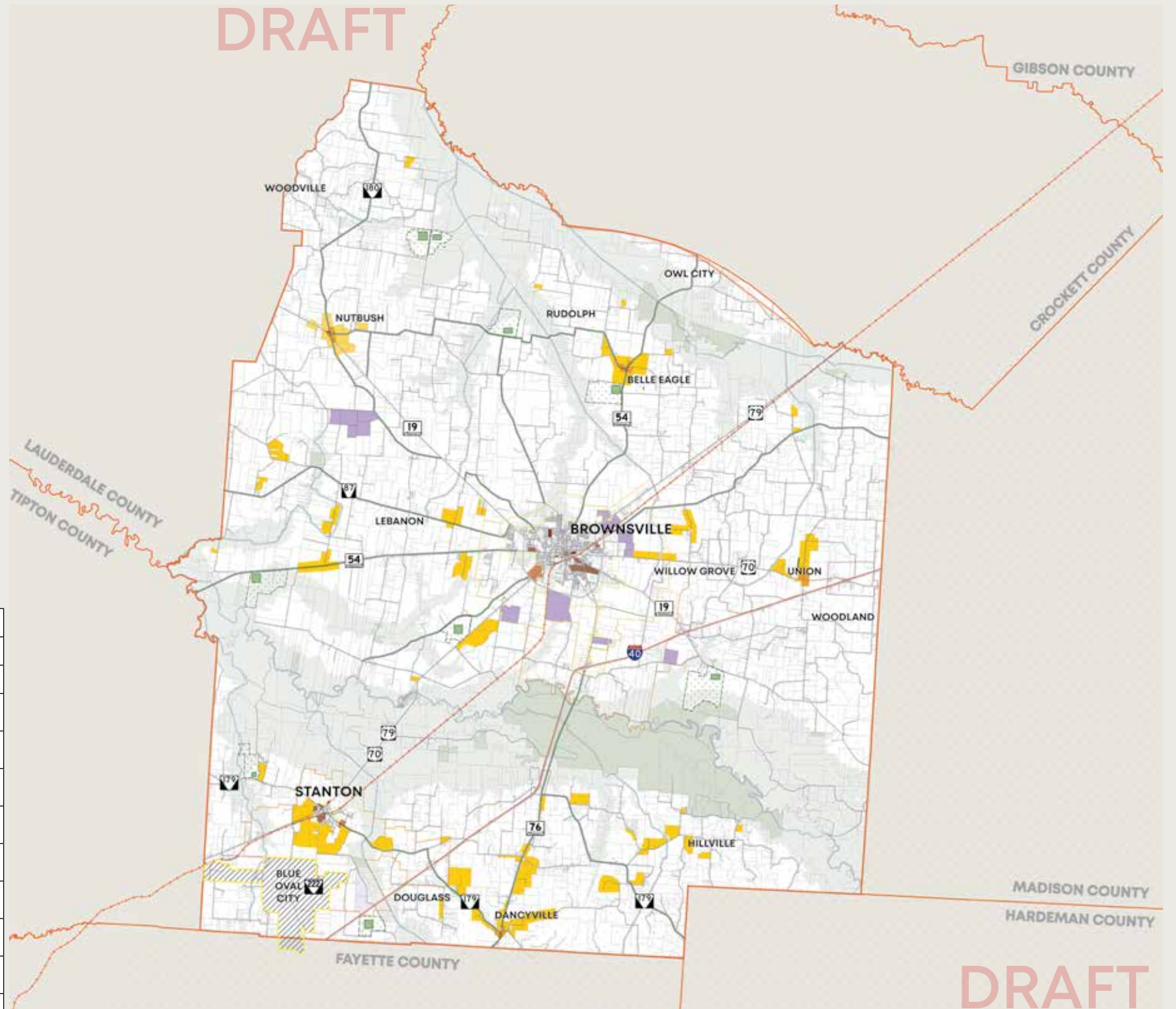
# DRAFT

## Alternate Land Use Scenarios

### Focused Development in Communities & Clustered in the Countryside

		LEGEND			
		MUNICIPALITIES		HAYWOOD COUNTY	
		Brownsville	Stanton	Elsewhere	TOTAL
<b>RESIDENTIAL DEVELOPMENT</b>					
	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
	<b>COMMERCIAL</b>	55 Acres	10 Acres	10 Acres	75 Acres
	<b>INDUSTRIAL</b>				

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












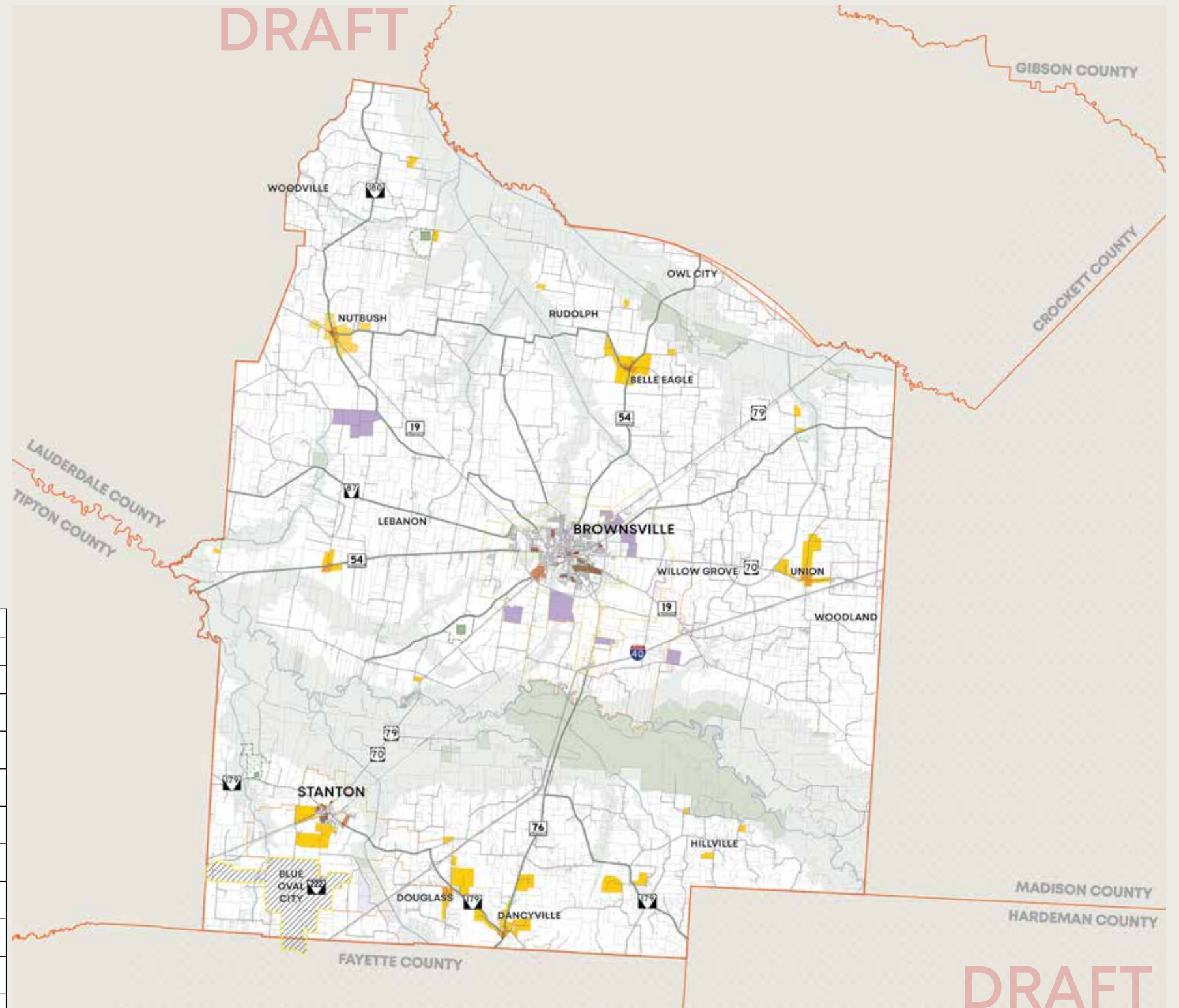
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## Alternate Land Use Scenarios

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

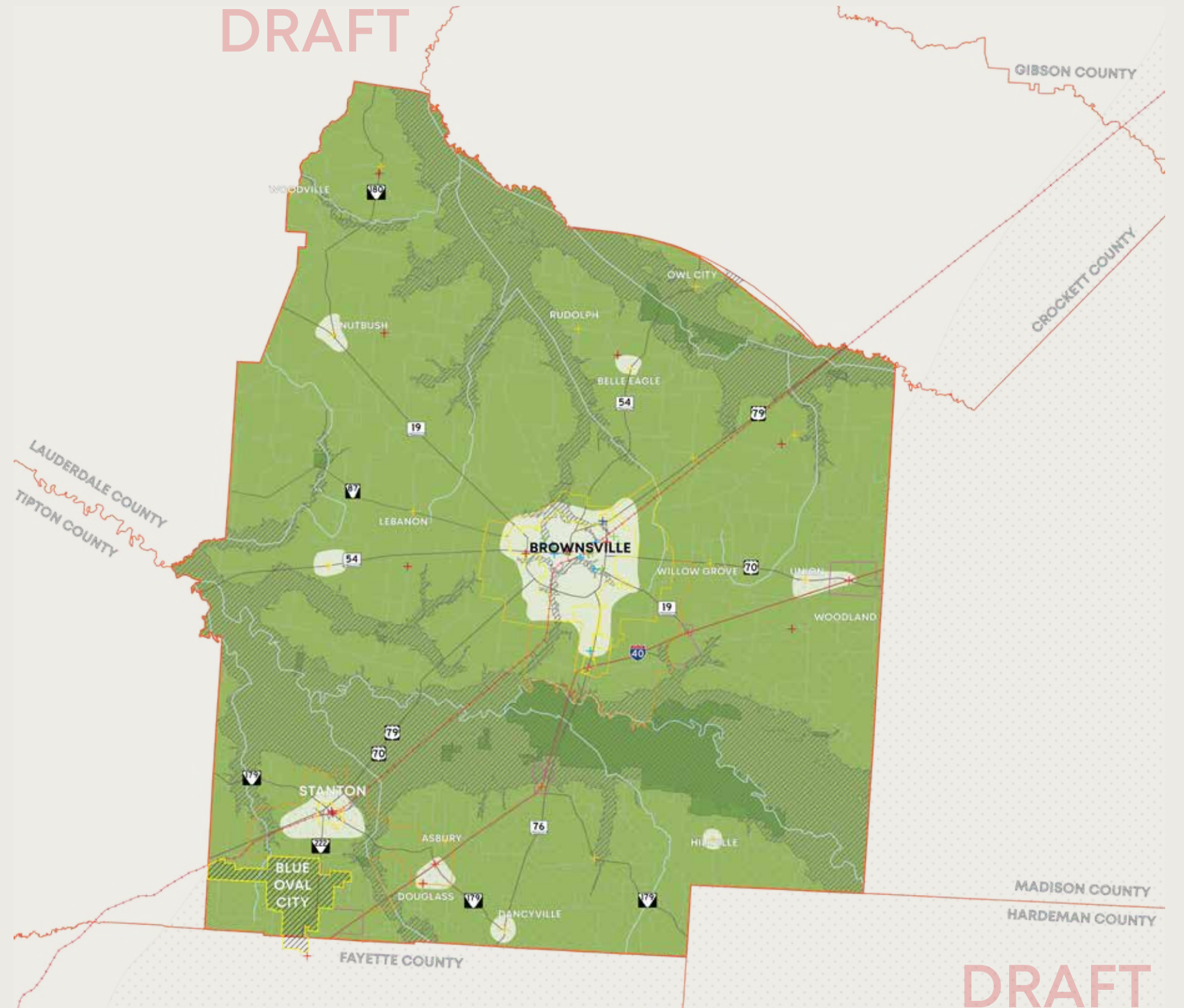
		LEGEND			
		MUNICIPALITIES		HAYWOOD COUNTY	
		Brownsville	Stanton	Elsewhere	TOTAL
<b>RESIDENTIAL DEVELOPMENT</b>					
	Within Existing Municipal Boundaries	118 Acres	8 Acres	-	126 Acres
	Adjacent to Municipal Boundaries	318 Acres	18 Acres	-	336 Acres
	4-Ways	-	-	252 Acres	252 Acres
	Conservation Cluster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

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



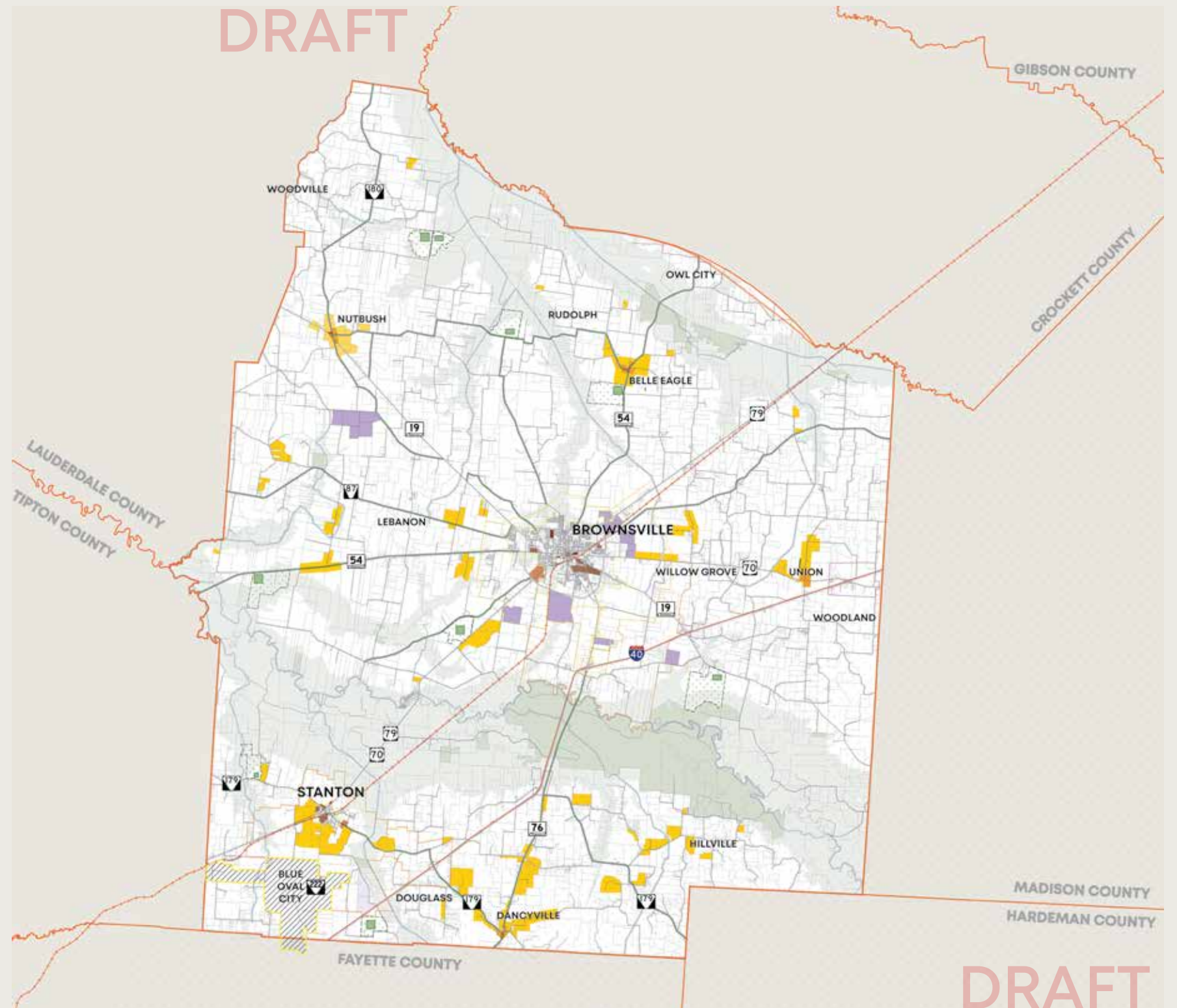
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**Preferred Areas**  
**for Development**

**Grow & Protect**  
**Guide & Focus**  
**Invest in Existing**





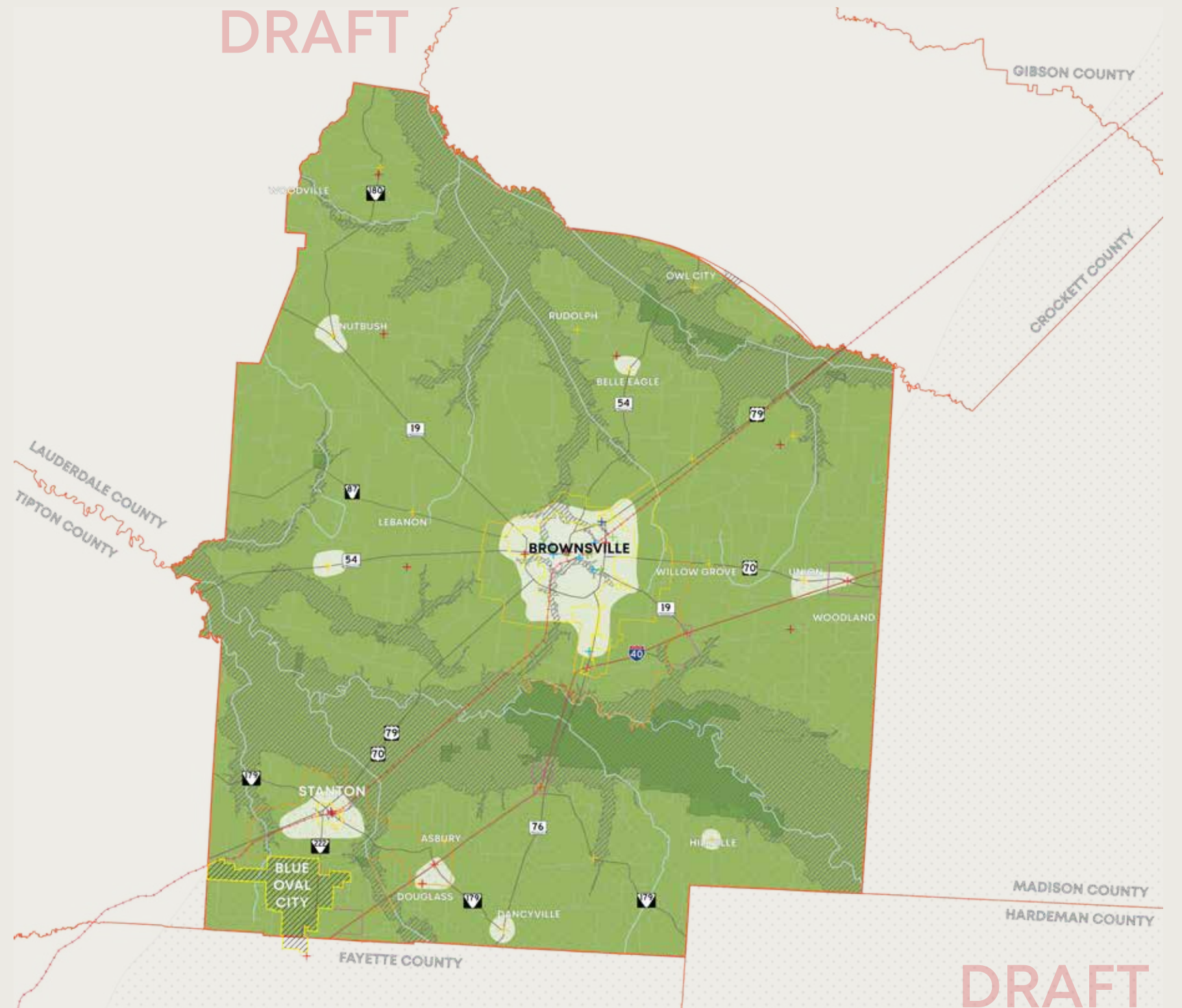
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**Focused**  
**Development in**  
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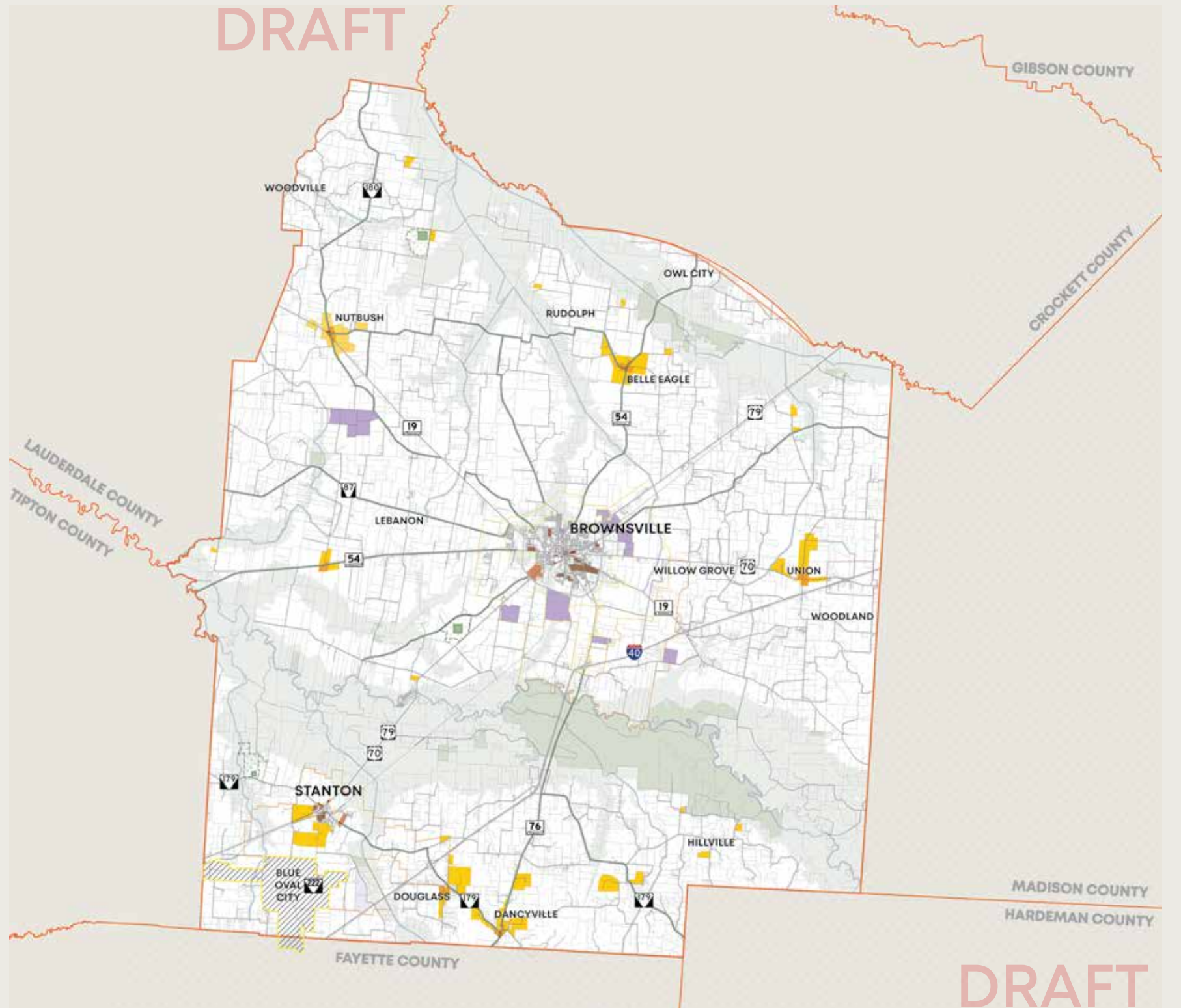


# DRAFT Preferred Areas for Development

Grow & Protect  
Guide & Focus  
Invest in Existing

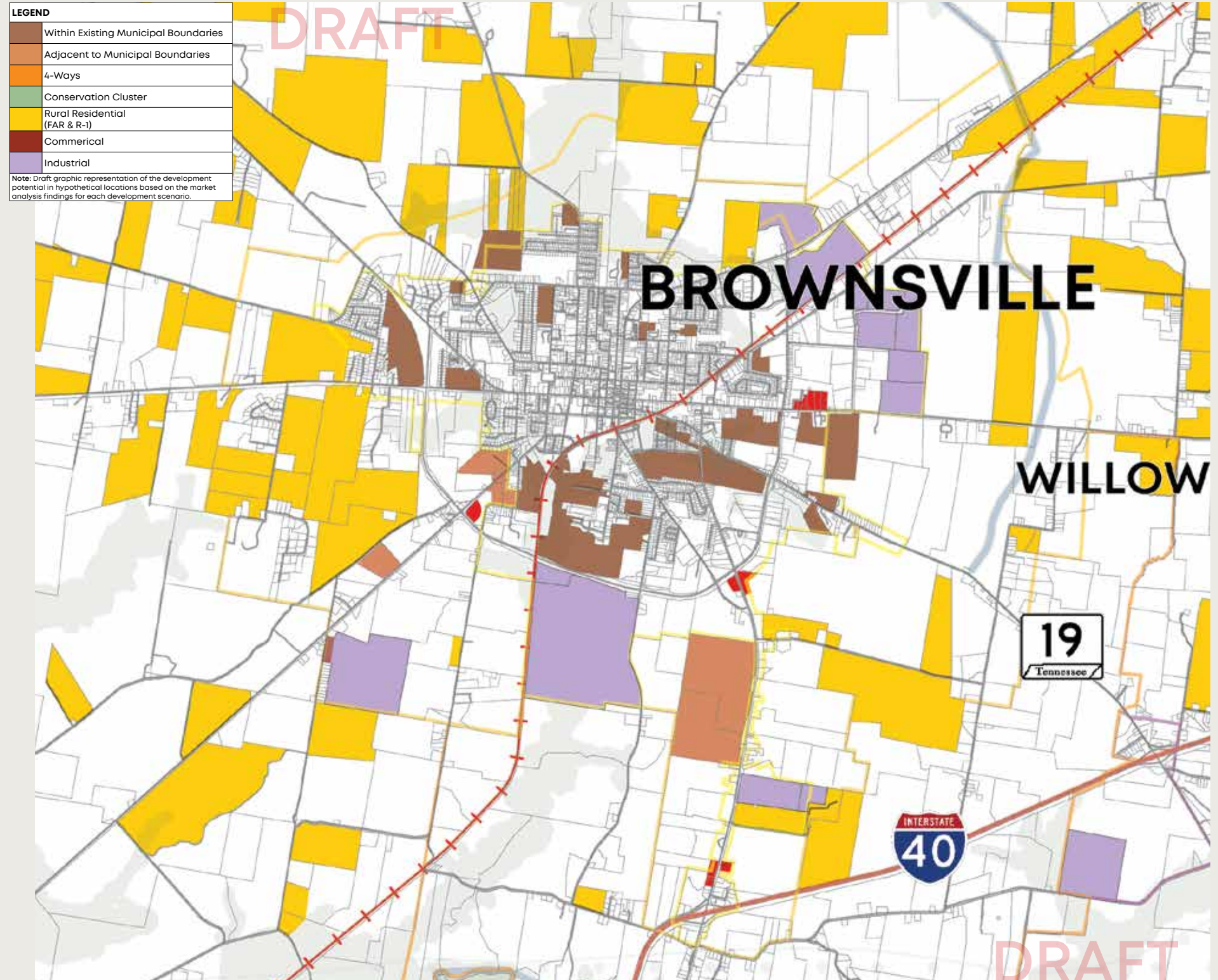


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**Investment**  
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**Conservation of**  
**the Countryside**












**DRAFT**  
**Alternate Land Use**  
**Scenarios**  
**Business-as-Usual**  
**City of Brownsville**

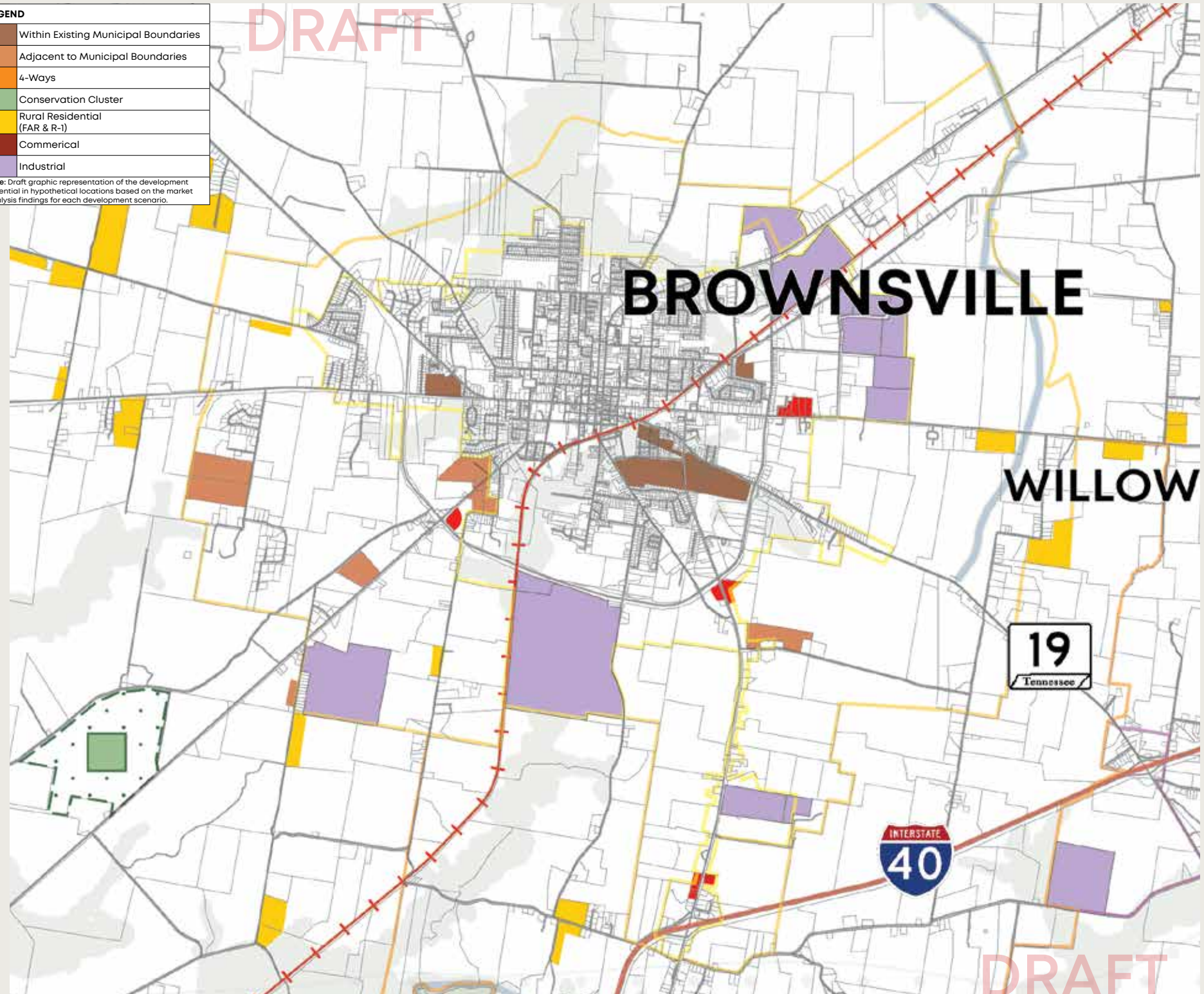




**DRAFT**  
**Alternate Land Use**  
**Scenarios**  
**Minimally Guided**  
**Dispersed**  
**Development**  
**City of Brownsville**








LEGEND	
	Within Existing Municipal Boundaries
	Adjacent to Municipal Boundaries
	4-Ways
	Conservation Cluster
	Rural Residential (FAR & R-1)
	Commerical
	Industrial

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

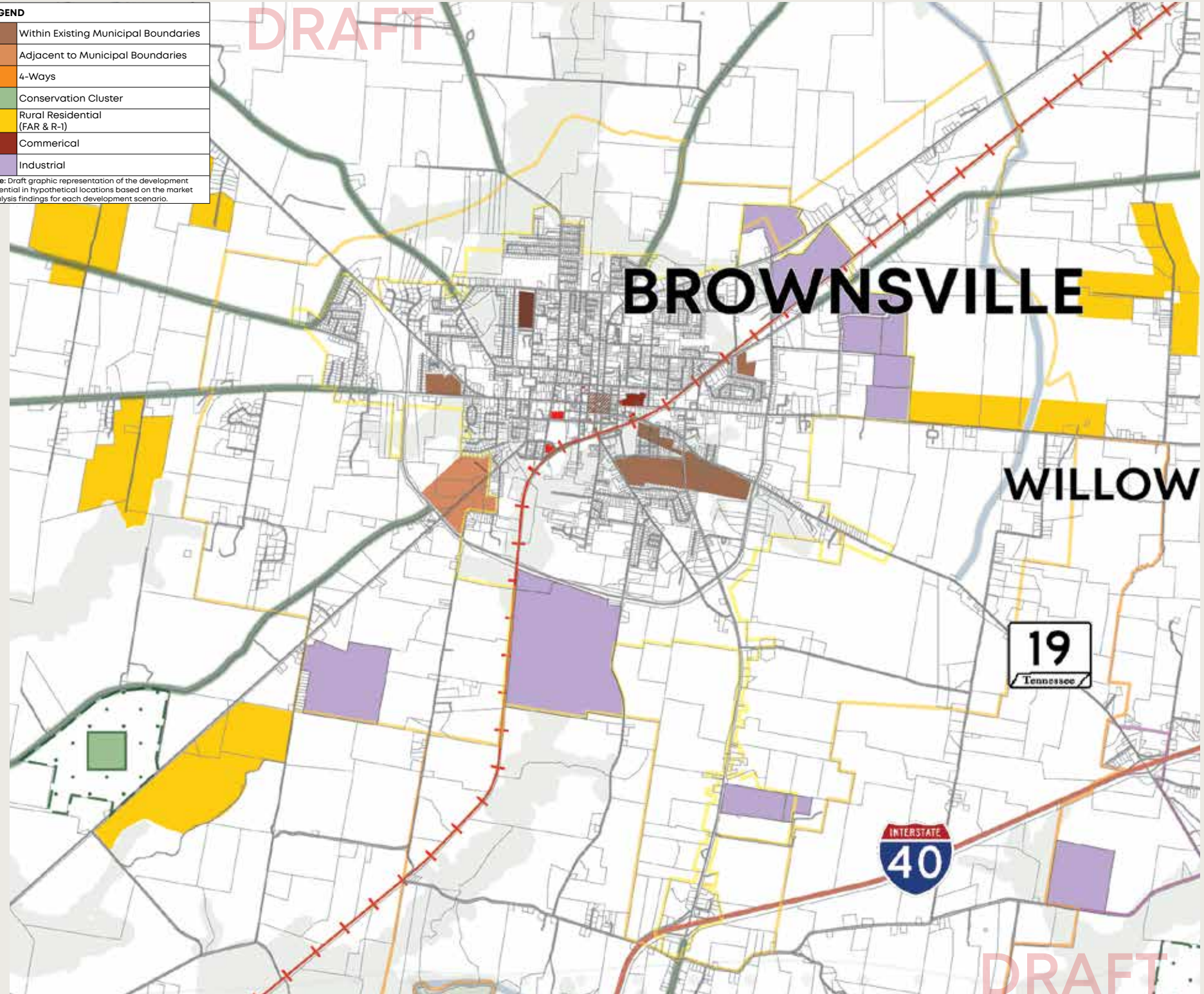




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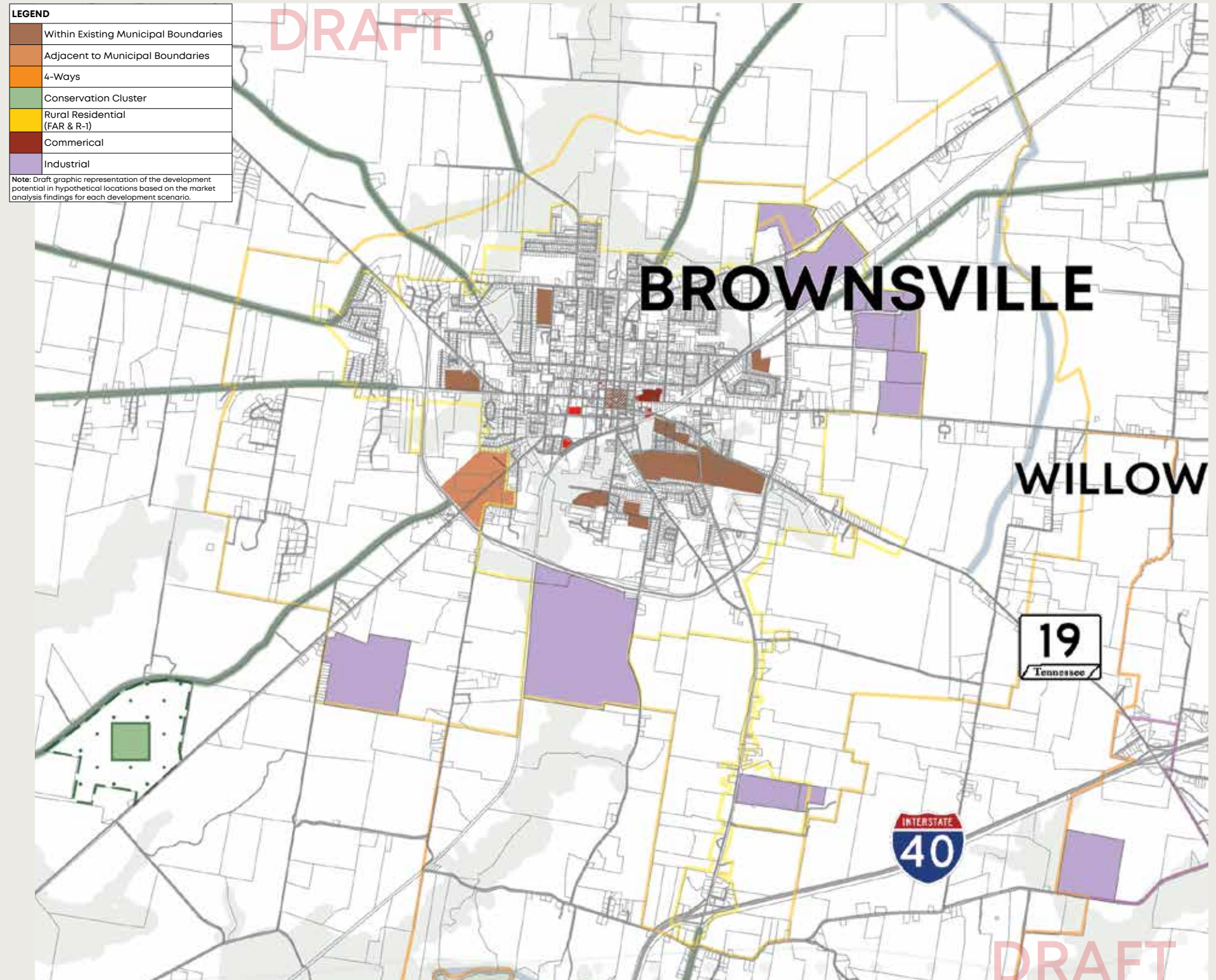
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	4-Ways
	Conservation Cluster
	Rural Residential (FAR & R-1)
	Commerical
	Industrial

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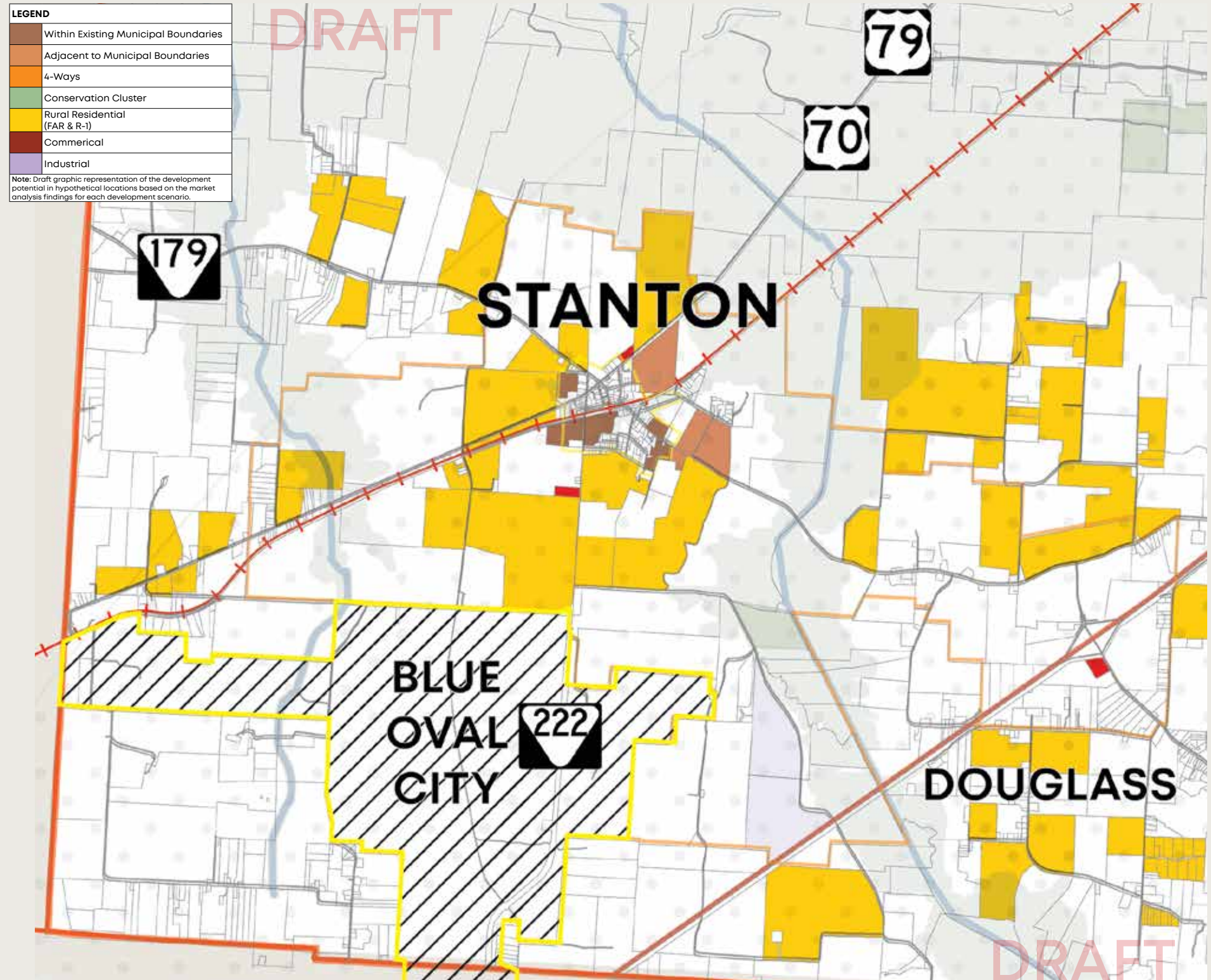


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**City of Brownsville**



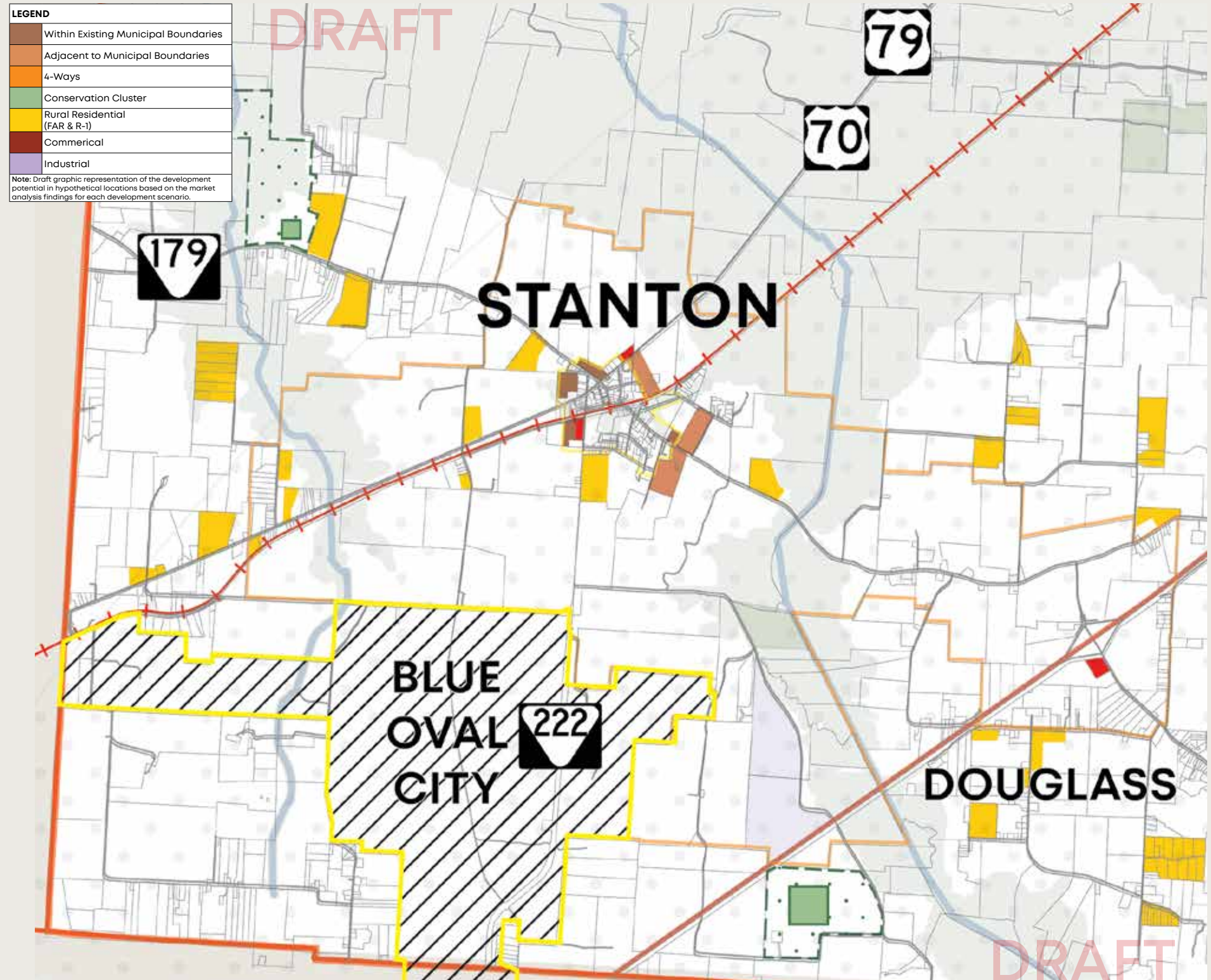


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**Scenarios**  
**Business-as-Usual**  
**Town of Stanton**



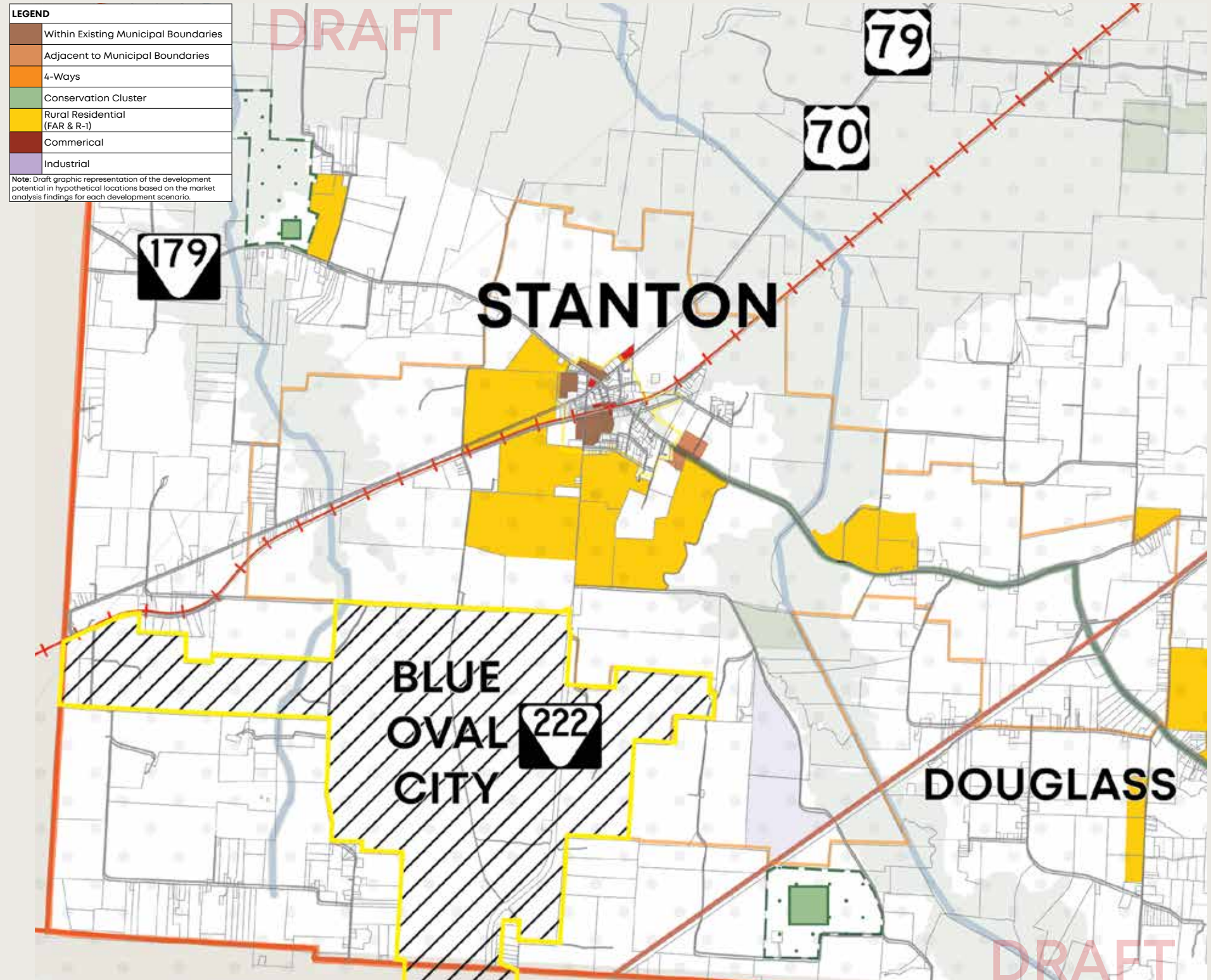


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**Development**  
**Town of Stanton**



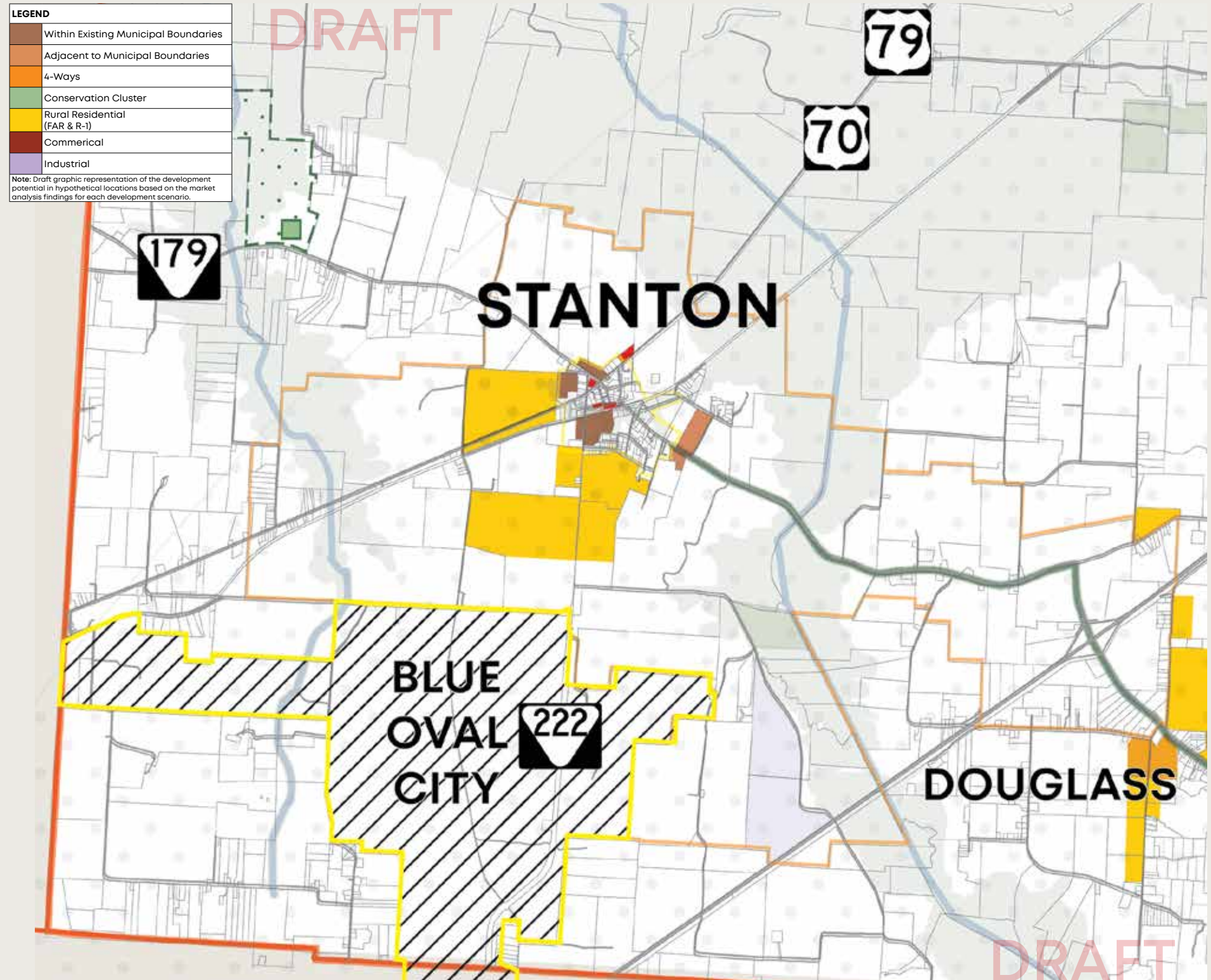


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




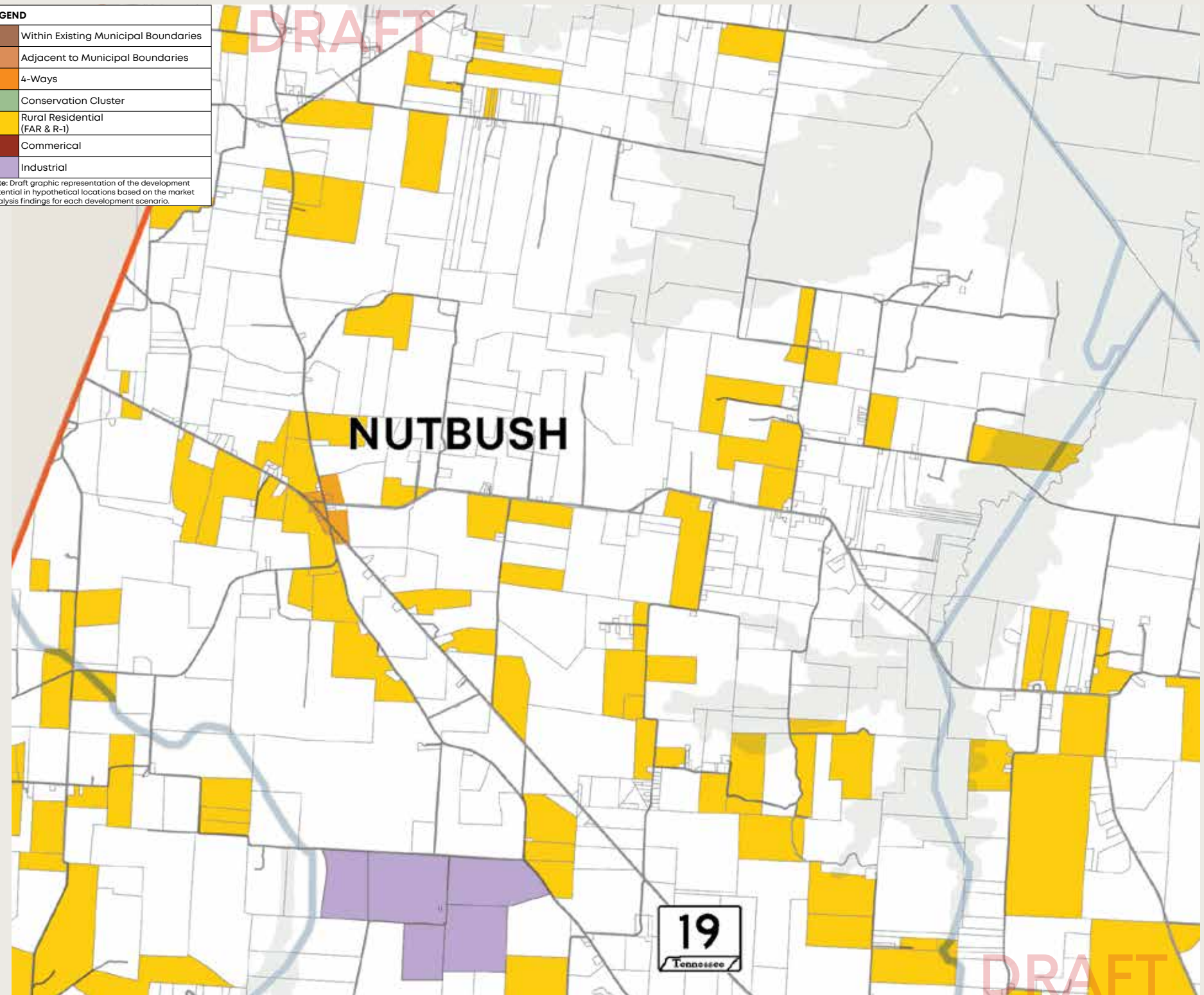
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**Business-as-Usual**  
**Nutbush**

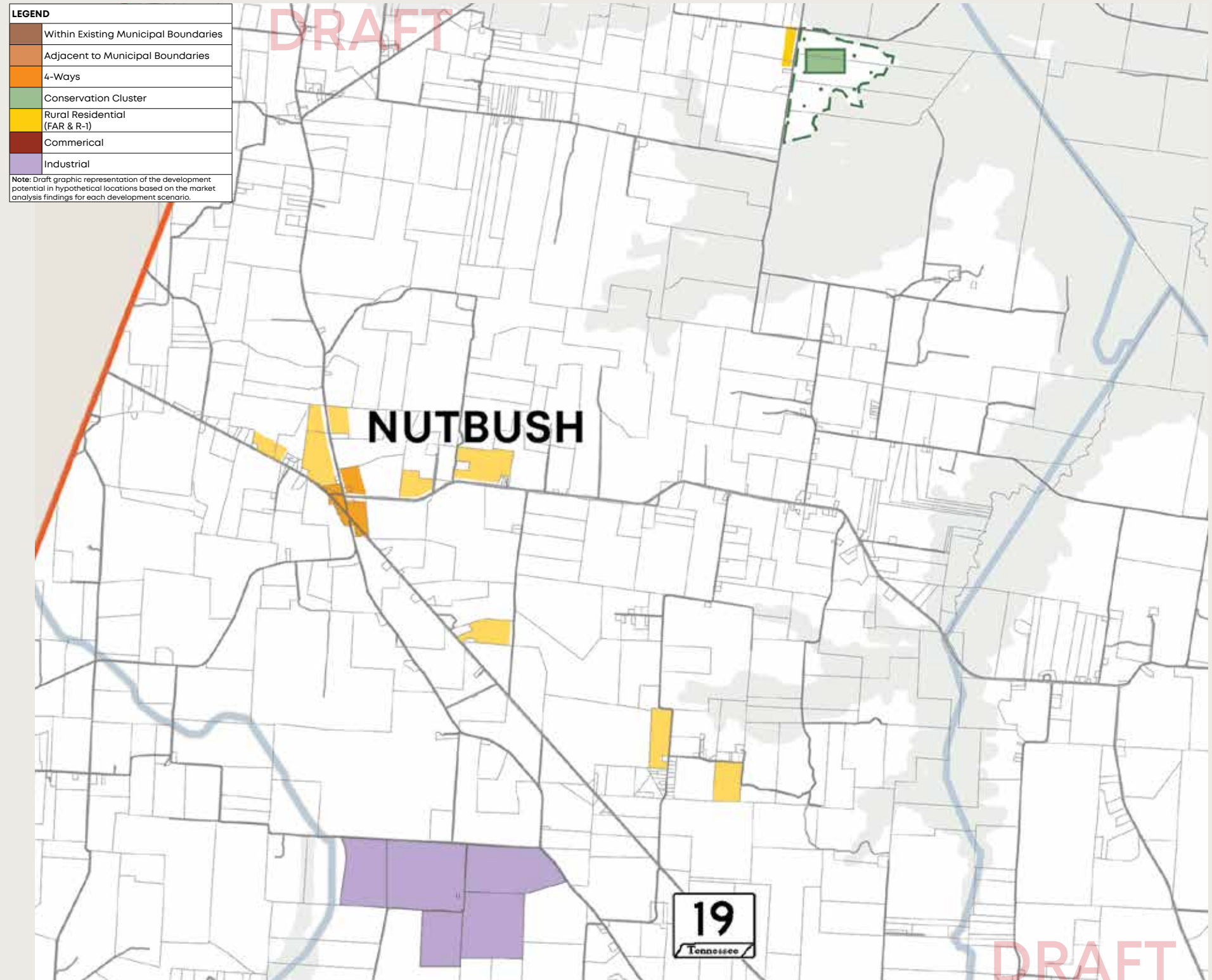
LEGEND	
	Within Existing Municipal Boundaries
	Adjacent to Municipal Boundaries
	4-Ways
	Conservation Cluster
	Rural Residential (FAR & R-1)
	Commerical
	Industrial

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



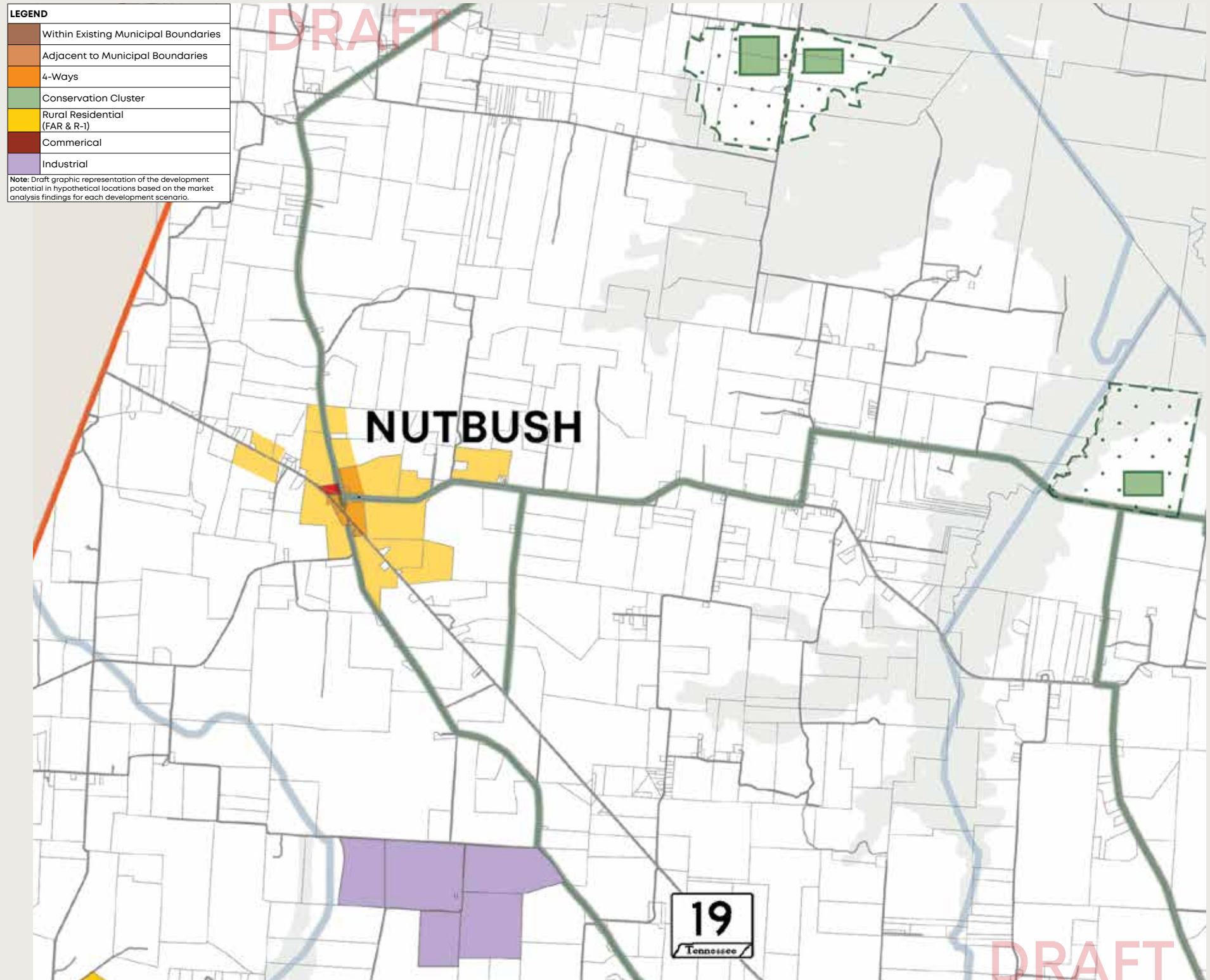


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**Dispersed**  
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**Nutbush**

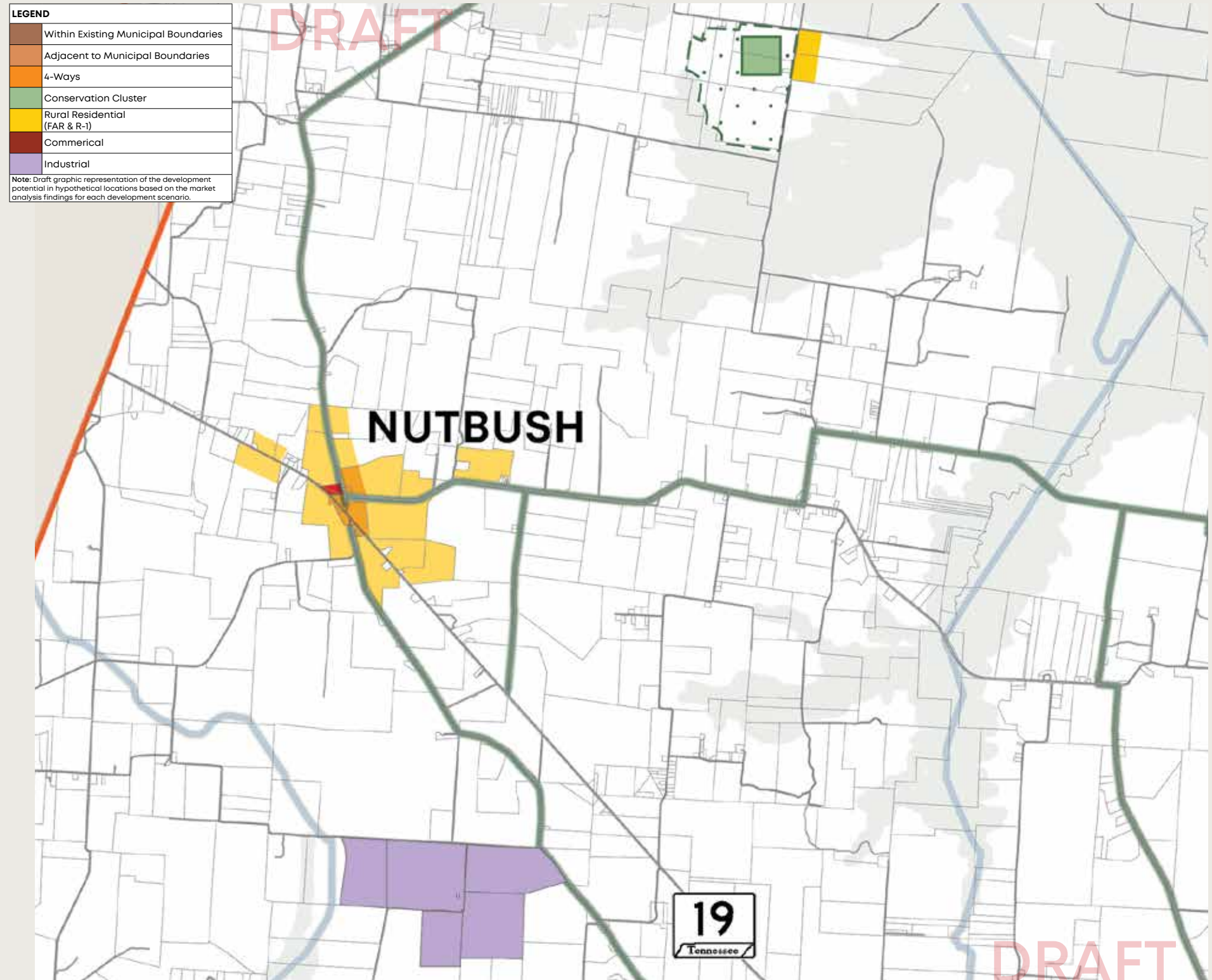




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**Nutbush**



**DRAFT**  
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**Nutbush**

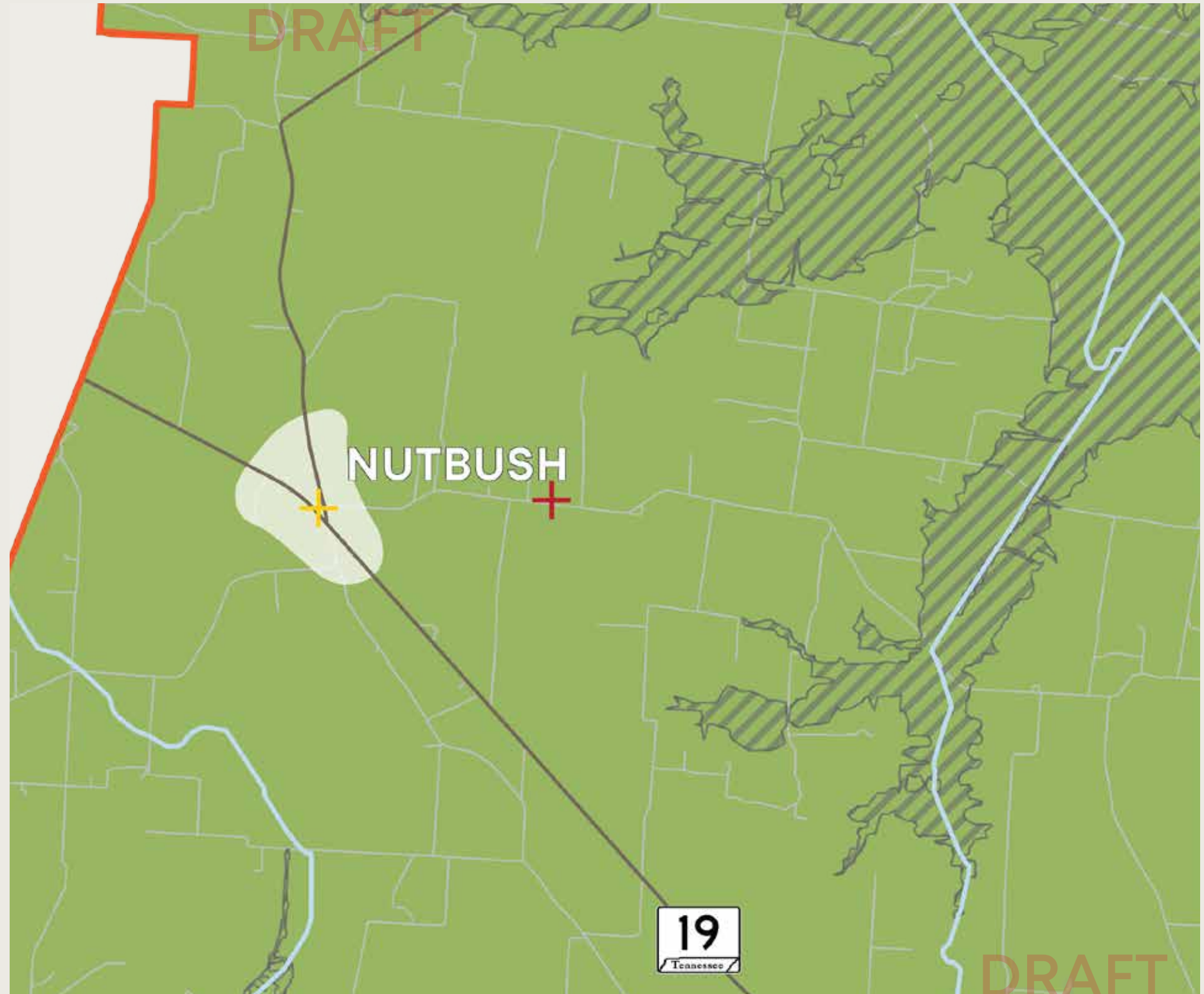




**DRAFT**  
**Preferred Areas**  
**for Development**

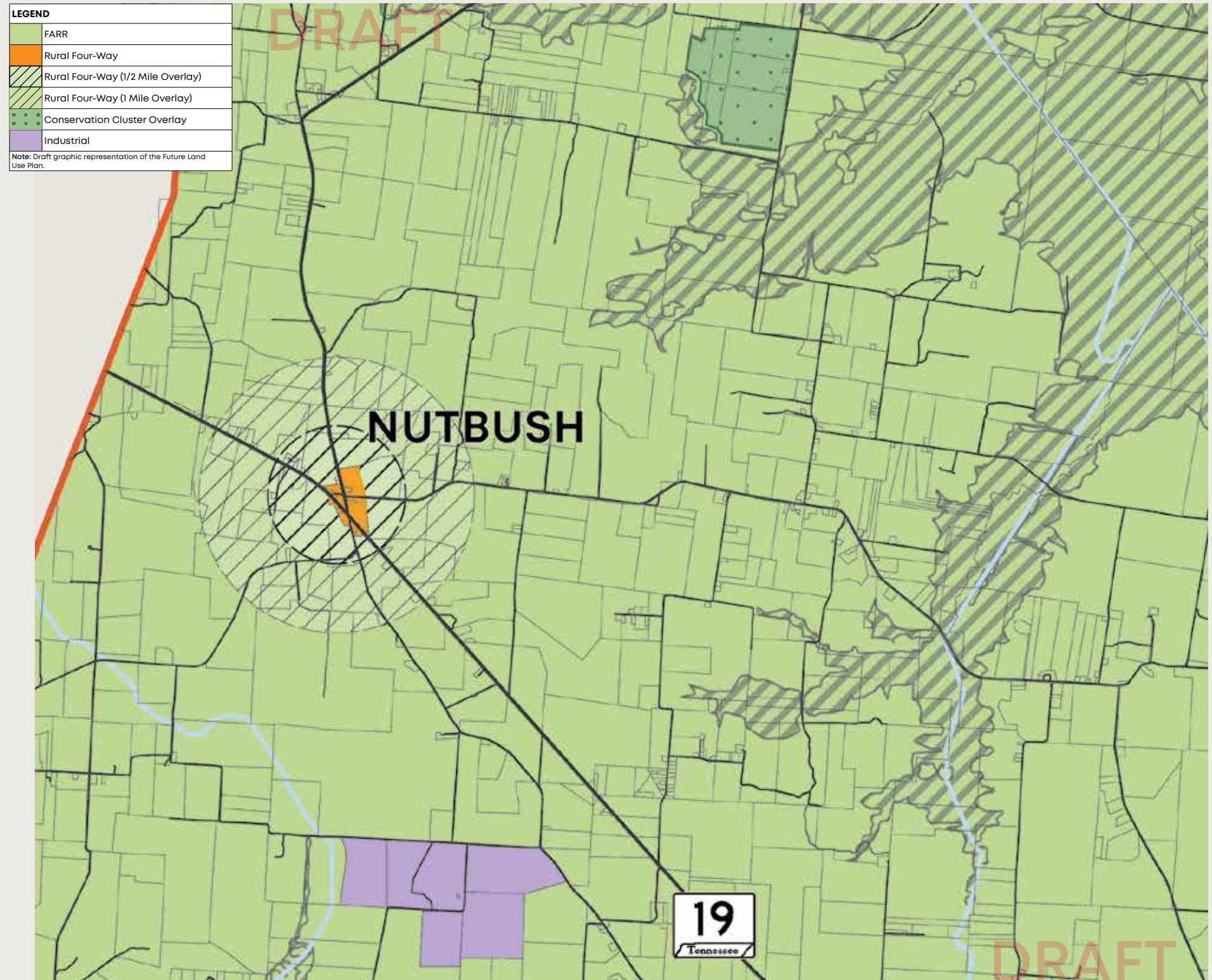
**Grow & Protect**  
**Guide & Focus**  
**Invest in Existing**

**Nutbush**





**DRAFT**  
**Future Land Use**  
**Plan Test Fit**  
**Nutbush**



# Report Draft

## Table of Contents

### **Haywood Next : Future Land Use Plan**

- Chapter 1: Introduction
- Chapter 2: Vision, Objectives, & Growth Principles
- Chapter 3: Analysis of Potential Future Development
- Chapter 4: Future Land Use & Strategies Toolbox
- Chapter 5: Implementation
- Appendix

# Draft Ordinance Updates

## Haywood Planning Commission

- Continued discussion of Planned Development ordinances
- Introduced Conservation Planned Developments (Package D)

## Brownsville Planning Commission

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

## Stanton Planning Commission

- Issued Package A (General Submission Requirements and Deadlines)
- Comments and Questions
- Other Recommended Ordinances?



# Survey Update

## Thank you!

Thank you for your help getting the survey out there -

We received 602 Surveys!

- Survey results have been shared with  
The Chesapeake Group




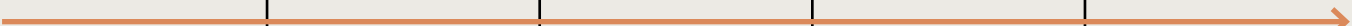

# Next Steps

## Next Steering Committee Meeting

- TUESDAY AUGUST 29TH at 5:30
  - Subconsultant Update
  - Preparation for Public Open House -  
End of September or Beginning of October



# Schedule

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

# Schedule

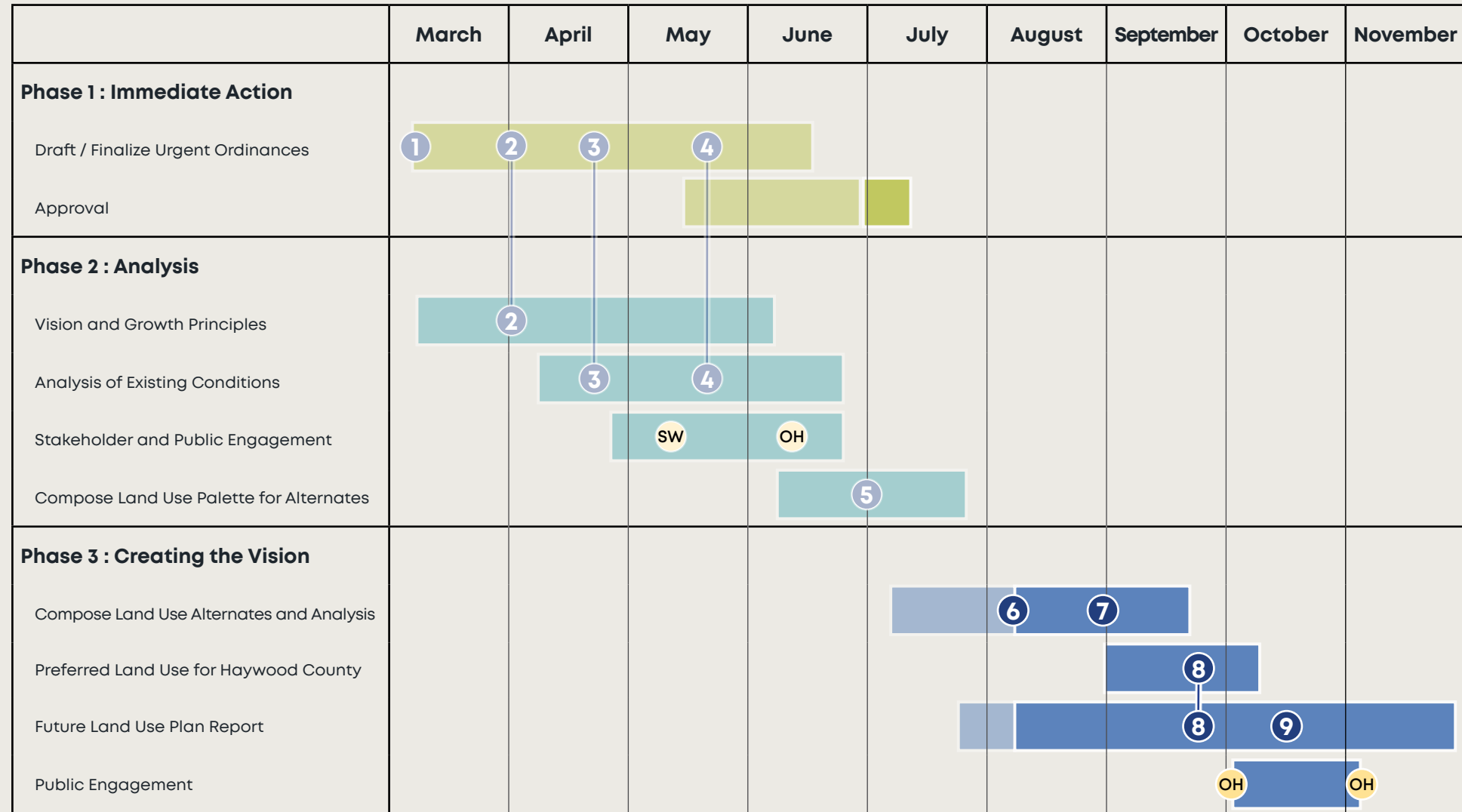
September						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					→	
3	4	5	6	7	8	9
	→					
10	11 5 pm - Haywood County Budget Committee	12 5:30 pm - Brownsville BMA	13	14 6 pm - Haywood County Planning Commission 6 pm - Haywood County School Board	15	16
	→					
17	18 6 pm - Haywood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

# Project Schedule



# Steering Committee Meeting

A Public Engagement



**Questions?**

Thank you

Send questions to:

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