

*Haywood*

**NEXT**

**FUTURE LAND USE PLAN**

*March 2024*

---

---

**Prepared by:**



**LRK, Inc**

50 S B.B. King Boulevard  
Suite 600  
Memphis, TN 38105

*We extend our heartfelt gratitude to the residents, individuals, organizations, and community leaders who have and continue to contribute their time, expertise, and passion to Haywood County, the City of Brownsville, and the Town of Stanton and which made Haywood Next possible. Your dedication is inspirational and serves as the community's greatest asset.*

**Consultants:**



**The Chesapeake Group**

8516 Green Lane  
Baltimore, MD 21244  
410.265.1784



**TischlerBise**

4701 Sangamore Road  
Suite 240  
Bethesda, MD 20816  
301.320.6900



**Kittelson & Associates**

851 SW 6th Avenue,  
Suite 600  
Portland, OR 97204  
800.878.5230

*Original Haywood Next: Future Land Use Plan Report recommended for approval by the Joint Economic Community Development Board on March 11, 2024.*

# Acknowledgments

---

## **Mayors**

David Livingston, Haywood County Mayor  
Bill Rawls, Jr., Mayor of Brownsville  
Dr. Allan Sterbinsky, Mayor of Stanton

## **JECDB**

### **Infrastructure**

Joe Barden IV, Chair  
Russ Stoots  
Jeff Richmond  
Carolyn Flagg  
Gerald Woods  
Regie Castellaw  
Joey Connor  
Ben Thorton

### **Economic Development**

David Prince, Chair  
Walter Battle

### **Education and Workforce**

Gem Bell, Chair  
Sharon Hayes  
Amie Marsh  
James Farmer, Jr.  
Fitzgerald Mann  
Art Garrett  
Andrea Bond Johnson  
Walter Battle

### **Health and Safety**

Joe Stevens, Chair  
Michael Banks

### **Quality of Life**

Tim Stokely, Chair  
Sonia Outlaw  
Ray Jones  
Lyle Reid

### **Marketing**

Kathy Watts, Chair  
Alicia Russell  
Fitzgerald Mann  
Chris Morey  
Joe Sills, Jr.  
Tracy Everhart  
Dr. Brian Ingram

## **Haywood County Future Land Use Plan**

### **Steering Committee**

Gem Bell  
Joe Barden IV  
Emma Covington  
David Prince  
Lyle Reid  
Jeff Richmond  
Joe Stephens  
Tim Stokely  
Kathy Watts

## **Southwest Tennessee Development District**

Thomas Skehan  
Shelton Merrell

## **University Tennessee Extension**

Walter Battle

# Executive Summary

---

Haywood Next serves as the Future Land Use Plan for Haywood County, the City of Brownsville, and the Town of Stanton. The name “Haywood Next” was selected for a multitude of reasons - the Future Land Use Plan was in need of updating, the County and Brownsville are embarking on their third century, and the community is on the cusp of significant regional economic change. These factors aligned to inspire residents to establish a new vision for the future of their community.

The Future Land Use Plan embodies the community’s shared vision and serves as a guide for development and investment. The patterns and relationships defined in this Plan provide a tool for stakeholders and leaders to inform rational decisions regarding public investment in amenities, infrastructure, services, facilities, redevelopment, zoning, preservation, and conservation.

Built on a foundation of an inclusive planning process, thousands of stakeholders, community leaders, and residents engaged in a process led by the Haywood Next Steering Committee and facilitated by a team composed of LRK, The Chesapeake Group, TishlerBise, and Kittelson & Associates. Over the course of a robust public engagement process, community participants defined their Vision and Growth Principles that will continue to shape Haywood County for the next decade. The remarkable degree and scale of resident participation and active engagement is to be commended and is indicative of a community composed of passionate and devoted individuals.

Informed by the residents of Haywood County’s vision and values, the Future Land Use Plan calls for future investment and development within or near existing municipal boundaries, as well as in and around the County’s unincorporated rural communities. By focusing development in those areas where services, infrastructure and amenities exist or may be more easily provided, the Future Land Use Plan better enables the community to achieve a vision of enhanced variety and quality of life. Together this balanced approach seeks to better ensure that which is cherished today is available for future generations.



# Table of Contents

<b>Executive Summary</b>	<b>4</b>
<b>Chapter 1: Set the Foundation</b>	<b>6</b>
The Need for a Future Land Use Plan	8
Planning Reference	9
Study Area	10
Planning Process	12
Public Engagement Process	13
<b>Chapter 2: Vision, Objectives &amp; Growth Principles</b>	<b>22</b>
Overview of Vision and Growth Principles	24
Growth Principles & Planning Objectives	26
<b>Chapter 3: Analysis of Potential Future Development</b>	<b>30</b>
Overview of Analysis	32
Market Analysis	33
Preferred Areas for Development	36
Alternate Land Use Scenarios	38
Determining the Preferred Land Use Scenario	56
<b>Chapter 4: Future Land Use Plan &amp; Place Types</b>	<b>58</b>
Overview of the Future Land Use Plan	60
Land Use Place Type Descriptions	62
Future Land Use Plan	64
Place Type Intent, Character, Form & Pattern	70
Transportation Strategies	92
<b>Chapter 5: Implementation</b>	<b>98</b>
Using the Future Land Use Plan	100
Performance Scorecard	101
Next Steps	102
<b>Appendix</b>	
A: Glossary	
B: Public Meetings	
C: Public Survey Results	
D: Market Analysis Details	
E: Detailed Fiscal Analysis	
F: Scenario Table	
G: Base Maps	





CHAPTER

1

*Set the Foundation*





# Planning References

The following are just a few of the documents referenced in the planning process and used to inform and set the foundation for the Future Land Use Plan updates.

## Haywood County Future Land Use Map

## Haywood County Growth Plan

## Haywood County Major Road Plan

## Haywood County Subdivision Regulations

## Haywood County Zoning Resolution & Zoning Map

Adopted October 1993 and updated October 2020

## Brownsville Municipal Zoning Ordinance & Zoning Map

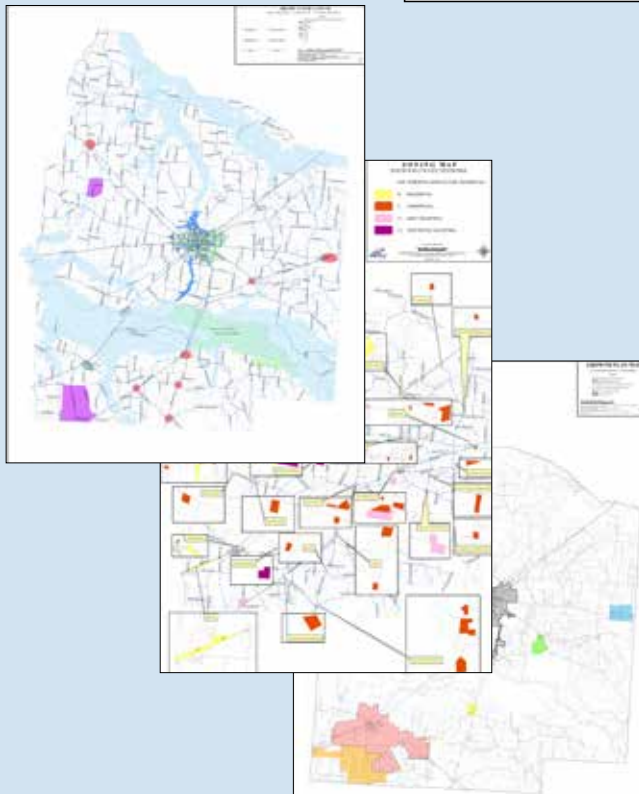
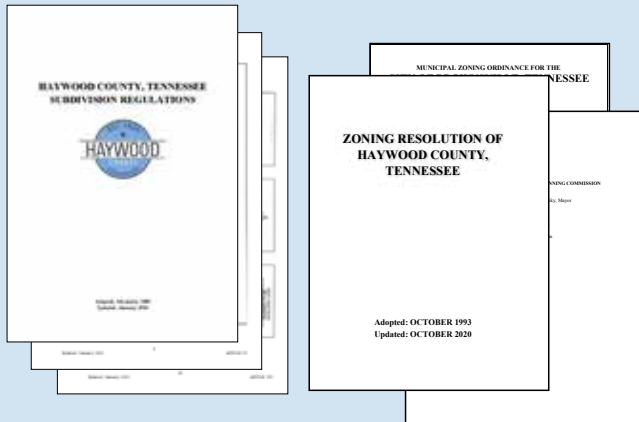
Updated March 2022 by the Brownsville Municipal-Regional Planning Commission

## Stanton Municipal Zoning Ordinance & Zoning Map

Updated July 2016 by the Stanton Municipal-Regional Planning Commission

## Brownsville and Haywood County Interim Development and Design Guidelines (IDDG)

Recommended for adoption October 2022 by the Joint Economic Community Development Board



# Planning Study Area

---

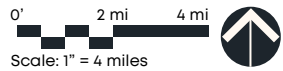
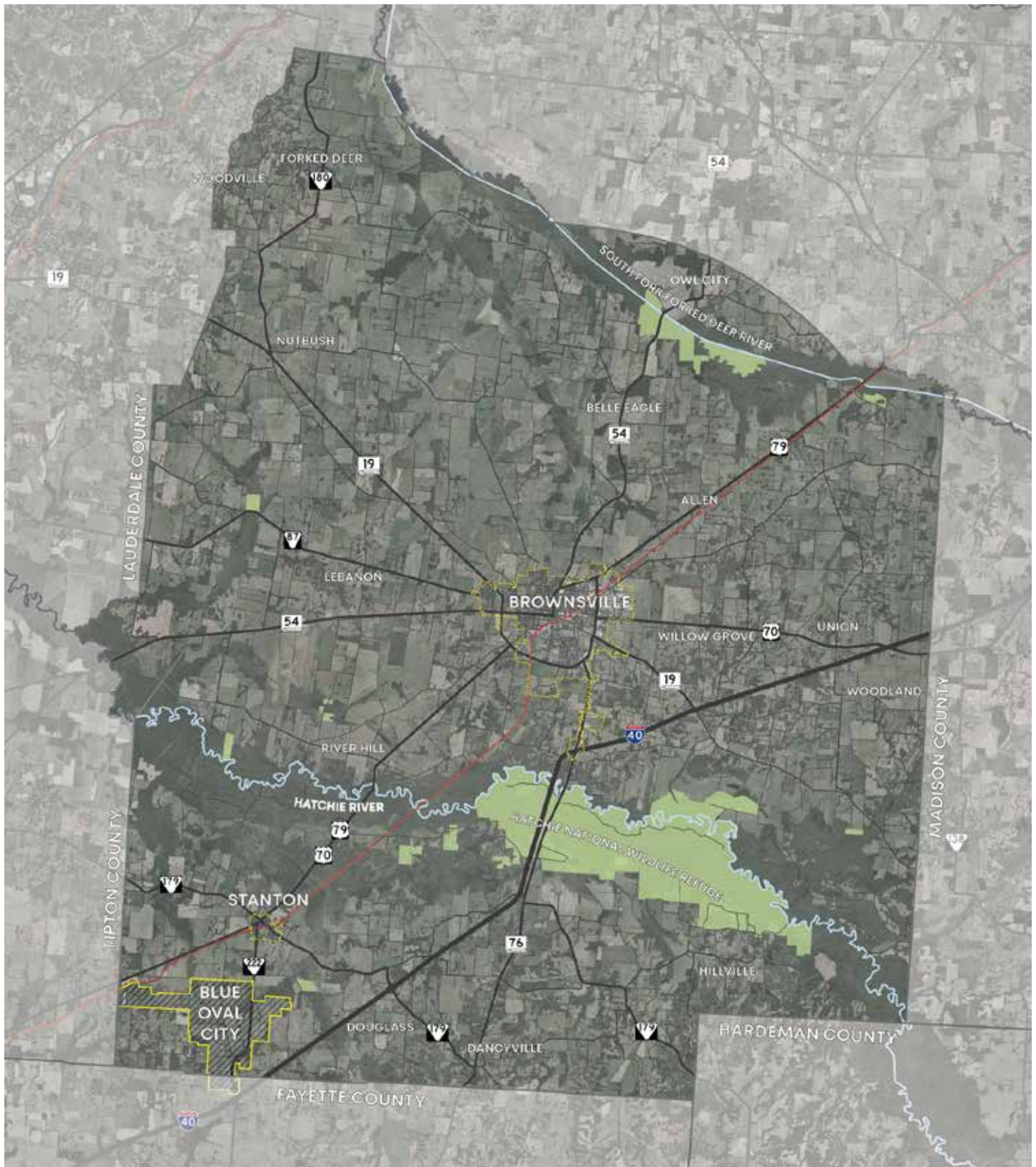
Haywood County, located in southwestern Tennessee, covers an area of approximately 534 square miles. The municipalities of Brownsville and Stanton are distinct community centers surrounded by fertile farmland and located astride the Hatchie River Wildlife Refuge. Across the area, rural communities often located at important intersections continue to serve as centers for day-to-day life and are important to local identity. Sweeping fields of cotton and soybeans give way to forested river bottoms along the Hatchie River and the South Fork of the Forked Deer. The Hatchie National Wildlife Refuge encompasses 11,556 acres in Haywood County with 23 miles of the Hatchie River flowing through old growth forests. This refuge is ecologically unique and critically important within the Lower Mississippi River ecosystem providing a protected habitat for plants, fish, and wildlife.

Haywood County is bordered by Crockett County to the north, Madison to the east, Hardeman and Fayette to the south, and Tipton and Lauderdale Counties to the west. The major east-west transcontinental Interstate 40 connects Haywood County regionally to metropolitan areas such as Memphis and Jackson. TN Route 1, now cosigned with US Route 70, served as the state's 'first road' connecting Memphis to Bristol. Along with the CSX railroad (née Louisville & Nashville; Memphis & Ohio Railroad), this route provides a critical link for commerce and the connection by which Haywood County residents have impacted the region and world. US Route 70 runs through Stanton, Brownsville, Union and continues through Tennessee connecting Arizona to the coast in North Carolina. Likewise, US Route 79 connects Texas to Kentucky, running through Stanton and Brownsville.

The 2020 Census reported 17,864 people residing in Haywood County with a total of 7,181 households and 4,727 families. Historically, the primary economic driver for the county has been agriculture, with cotton and soybean crops as the leading exports. Today Brownsville serves as home to several industrial operations focused on manufacturing and logistics. As mechanization has increased in agriculture, Haywood County has experienced a steady decrease in its population for most of the 21st century.

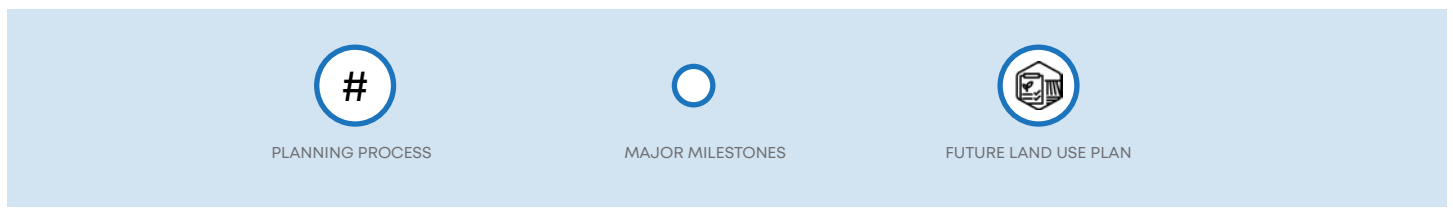
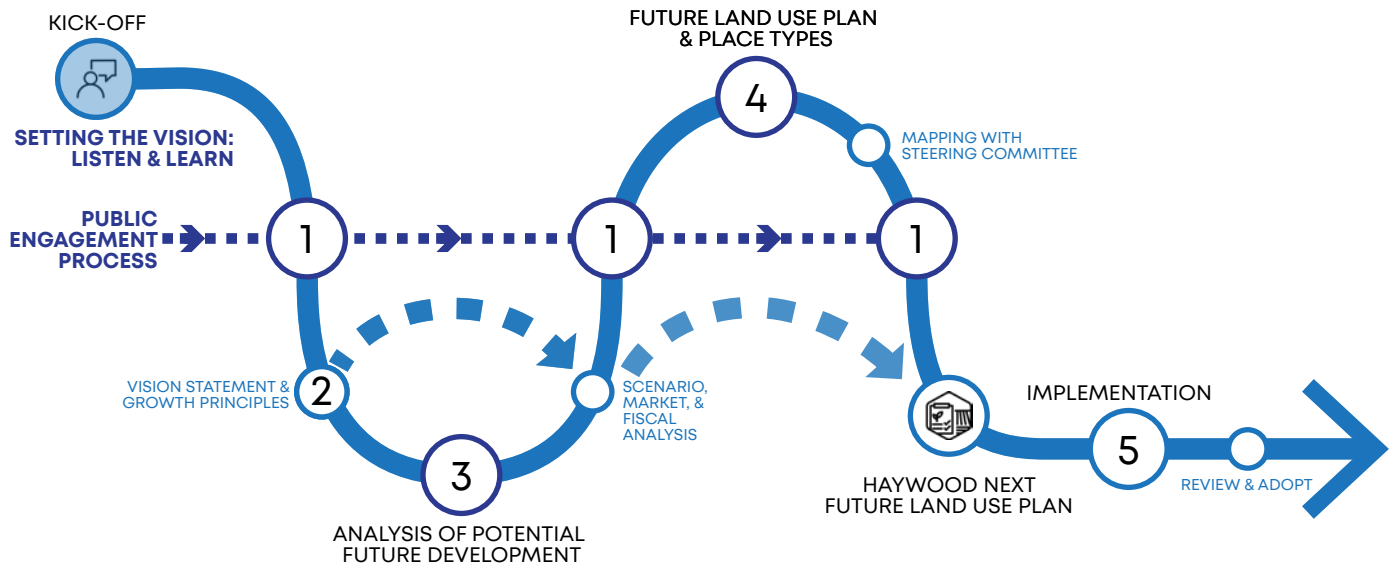
In September of 2021, Ford Motor Company announced an investment of \$5.6 billion to build a 3,600 acre campus, otherwise known as Blue Oval City, on the Memphis Regional Megasite, a little over a mile from the Town of Stanton in Haywood County. This announcement has already led to major changes throughout the region, with more to come, as new development seeks to respond to and support the incoming jobs at Blue Oval City and associated industries. Over the next five, ten, and twenty years the landscape and pace of change in Haywood County is expected to rapidly evolve as the number and variety of industries, amenities, services, and households all experience growth. The Haywood Next Future Land Use Plan was initiated by the Industrial Development Board of the City of Brownsville and Haywood County Tennessee, the City of Brownsville, the Town of Stanton, and Haywood County to help inform future growth and change. The Future Land Use planning process depended upon resident and community feedback and input throughout every step, and a Steering Committee of community members was assembled to guide, further inform and advocate for the Future Land Use Plan.

Throughout the Future Land Use planning process, many residents had the opportunity to share some of their favorite things about Haywood County. Events such as Exit 56 Blues Fest, Boss Hogg Day, and Hatchie Fall Festival at the Square capture the rich relationships and experiences that help define the community. There is a "small-town feel" that encompasses the entire county, bolstered by yearly festivals, local churches, active community centers, and residents' love for the land that surrounds them. Haywood County residents spoke proudly of Tina Turner and the Delta Heritage Center, as well as Billy Tripp's Mindfield in downtown Brownsville. 'Authentic,' 'peaceful,' and 'serene' were words that community members used time and again to describe Haywood County. These and other vision-setting terms helped form the Vision and Growth Principles for the Haywood Next Future Land Use Plan.





# Planning Process



The Future Land Use planning process is a collaborative approach to guide future development within Haywood County. The process includes analyzing existing conditions, engaging the community to set the Vision and Growth Principles, defining the Future Land Use Plan and setting next steps for implementation. The process consists of the following key stages:

- 1 Set the Foundation**

Understand past and ongoing planning efforts, recognize the needs for updating the Future Land Use Plan, and begin an open conversation with the Steering Committee, residents, and community leaders about goals and the process.
- 2 Vision, Objectives, & Growth Principles**

Define a shared vision and growth principles through community engagement, including Stakeholder Visioning Sessions, Public Open Houses, and Community Surveys.

- 3 Analysis of Potential Future Development**

Delve into market and fiscal analysis for multiple alternate land use scenarios and complete an analysis of areas most suitable for development based on feedback received throughout public engagement.
- 4 Future Land Use Plan & Place Types**

Establish the Future Land Use Plan map and strategies based on the community’s Vision and Growth Principles, Market Analysis, and the Alternate Land Use Scenario Fiscal Impact Analyses.
- 5 Implementation**

Provide a path for implementation of the Future Land Use Plan through identification of next steps, setting priorities, and understanding how to measure the performance of the plan over time.



# Public Outreach and Engagement

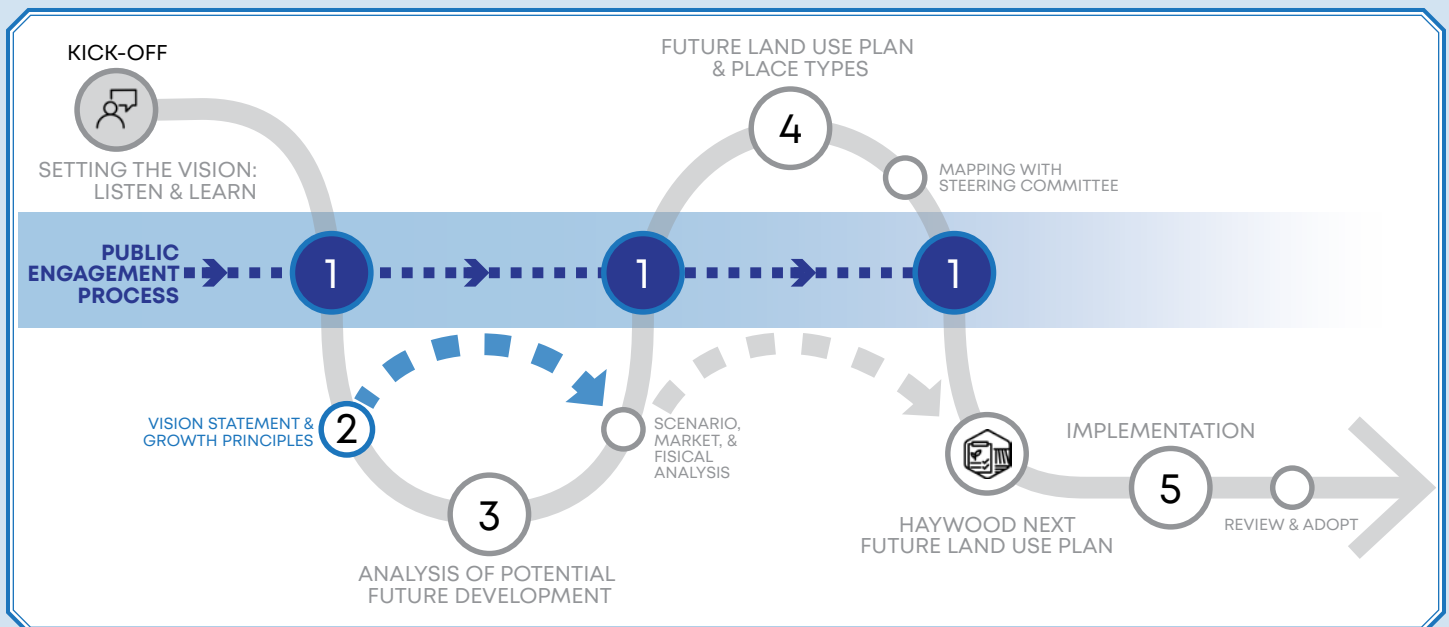
## Summary

The Haywood Next Future Land Use Plan garners its strength from a foundation built on community input and direction. Therefore the Future Land Use planning process begins and ends with the citizens of Haywood County. Beginning with Steering Committee meetings in March 2023, a series of public engagement opportunities followed over the summer to establish the community’s Vision and Growth Principles for the Future Land Use Plan. More than one thousand participants responded to either the community survey or participated in one of the in-person engagement opportunities, including Steering Committee Meetings, Stakeholder Visioning Sessions, and Public Open Houses. While participants represented the diversity in backgrounds, incomes, and ages found across Haywood County, input and conversations focused on similar and shared themes, concerns, and aspirations. A summary of public engagement opportunities and community feedback is outlined in this chapter.

With the goal of maximizing the ability of residents to join the conversation, Haywood Next:

- Hosted in-person community engagement
- Shared an online survey to gather detailed opinions and preferences
- Established a project website
- Utilized local and social media outlets, including newspaper and radio
- Conducted individual telephone interviews
- Requested and empowered local residents and stakeholders to lead outreach efforts
- Promoted participation and feedback at local community events including Exit 56 Blues Fest, Juneteenth Celebration, and National Night Out

The project website was hosted on the local government site to encourage residents use and familiarity as the first stop and trusted source of community information. The site included the project schedule, important locations, agendas, video recordings of meetings, consultant research, presentations, summaries, raw data analysis, and a project library. As not all residents had ready access to a personal electronic device, individual touch pads were provided at events and meetings to access surveys.



# Public Outreach and Engagement

## Stakeholder Visioning Sessions

A series of Stakeholder Visioning and Public Engagement Sessions, led by Steering Committee volunteers, were held at Douglass Community Center and Woodlawn Missionary Baptist Church on May 1st and May 4th, respectively. The primary goal was to identify needs, preferences, and opportunities related to land use and establish a shared vision for enhancing the quality of life in Haywood County. When considered along with public feedback received in prior community visioning efforts in Brownsville, Stanton, and Haywood County over the prior year, common themes, aims, and risks became evident. Overall, the participants spoke of the importance of investing in their existing communities to create places where they could live, work, learn, and relax while preserving the small-town feel and unique identity that makes Haywood County safe and attractive.

## Stakeholder Feedback Summary

The participants expressed their appreciation for Haywood County's:

- Small-town feel that contributes to a sense of community
- Natural beauty of the Hatchie Wildlife Refuge and surrounding farmland
- Brownsville's Court Square, Webb Banks Park, and O'Neal Lake
- Local events and festivals including Exit 56 Blues Fest, Boss Hogg Day, and more
- Tomcat Pride

Regarding the topic of where development should occur, the participants favored:

- Prioritizing development in existing communities
- Seeking development that strengthens the integrity of Brownsville's Court Square
- Focusing investment in Stanton's Depot Square
- Expressing a strong opposition to development that would erode the quality, character, and viability of the county's rural and agricultural areas

The participants also expressed the need for a variety of community resources including, but not limited to:

- Multi-purpose civic & gathering spaces
- Additional housing types and prices
- Additional retail and restaurants
- Expanded recreational opportunities
- Access to medical and educational services and resources

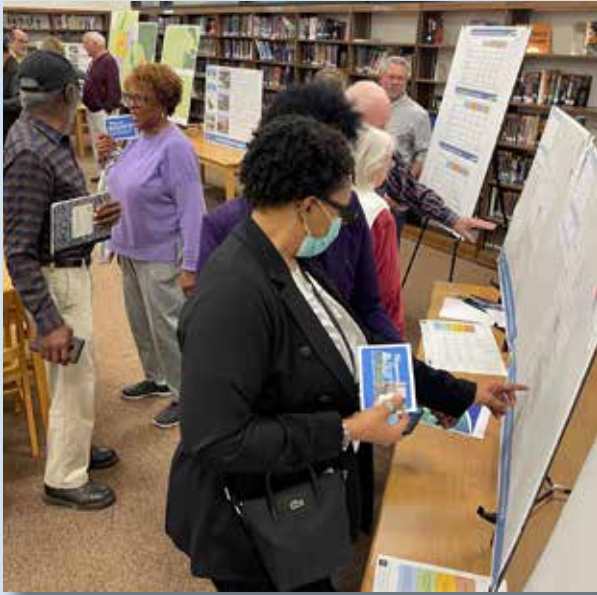
The Stakeholder Groups shared similar observations and a vision for the topics above. Each Stakeholder Group also expressed comments for specific interests, including:

- Youth / Education / Recreation Group: Dedicated and varied space for recreation, education, professional training, and socializing
- General Welfare Group: Maintaining affordability for new and current residents
- Municipal & Utility Group: Access to quality healthcare, safety, and municipal services
- Geographic Interest Group: Tools and approaches to support property owners' right to benefit from accrued value, while enabling the community to better achieve their Vision and Growth Principles



# Public Outreach and Engagement

“ I appreciate the opportunity to let my voice be heard. ”



**Steering Committee Members were facilitators for Stakeholder Visioning Sessions, using a guide developed by LRK.**



Architects | Designers | Planners  
50 South B. B. King Blvd.  
Suite 600  
Memphis, TN 38003  
901.521.1400

Stakeholder and Public Open House - Training Guide

April 18, 2023

**RE: A Guide to Facilitate Stakeholder Meetings & Open House Breakout Discussion**

**PURPOSE OF THE GUIDE**

The stakeholder meetings and open house breakout discussions are a key opportunity for community residents to share their ideas and concerns about the Future Land Use Plan. The purpose of this guide is to provide facilitators with the necessary knowledge, tools, and techniques to effectively organize and conduct stakeholder meetings and breakout discussions related to future land use planning. Throughout the discussions, we encourage you to use the language you are comfortable employing. LRK team members will be on hand, actively participating and available to assist.

**GOAL OF THE MEETINGS**

The primary objective is to identify needs, preferences, and opportunities related to land use, as well as to establish a shared vision for enhancing the quality of life. It is crucial to ensure that facilitators understand the objectives of the stakeholder meetings and the open house breakout discussions. Therefore, the questions posed during the meeting should be focused on achieving these goals.

**YOU WILL BE LEADING FOUR PARTS OF DISCUSSION**

- Part 1: An ice breaker to get everyone comfortable with the environment.
- Part 2: A brief exploration of what is currently missing and what we want to see in the future.
- Part 3: A deeper dive into where investment should occur in the community.
- Part 4: A discussion with questions tailored to specific groups.

Volunteers for each session will be provided questions and prompts for their group prior to the Stakeholder Meetings.

**DESCRIPTION OF EACH COMPONENT**

- Ice Breaker** The ice breaker is to initiate conversation, create a more relaxed atmosphere, and help participants feel more comfortable in a group setting.
- Question** The question is intended to inquire about the central idea or concept.
- Helpful Hint** The helpful hint under each question is to provide guidance on how to effectively frame, ask, and facilitate the discussion of that specific question.
- Prompts** Prompts serve as alternative ways to rephrase the question for those who may not initially understand it. It's not required to use all prompts; instead, ask as many as needed to help participants grasp the primary question effectively.



Images from the Stakeholder Visioning Sessions hosted in May 2024



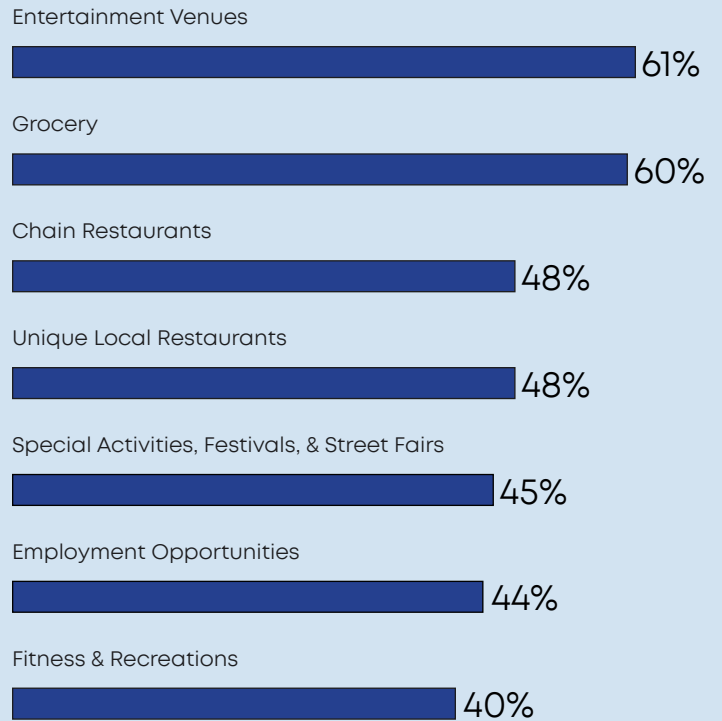
# Public Outreach and Engagement

## Community Survey

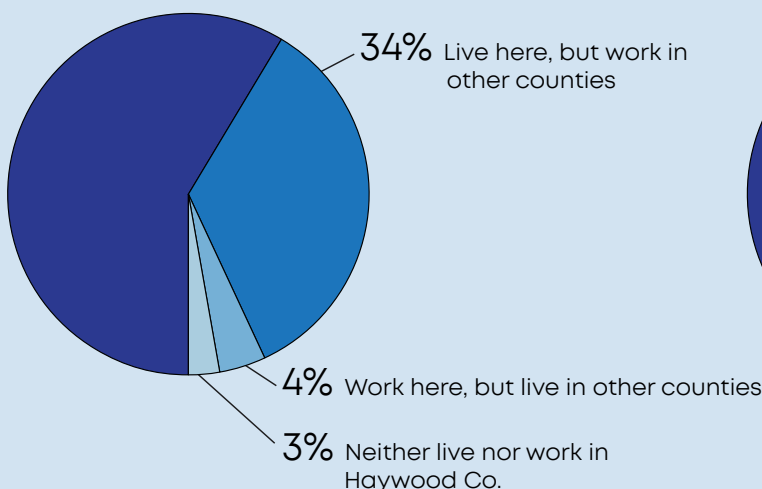
Community input is integral to public planning projects at all scales and via multiple formats as a means to better engage with as many residents as possible. In addition to the in-person community engagement, an online survey was utilized to gather public opinions. The responses provided helped inform the Market Analysis, and the Vision, and Growth Principles. The survey, *Haywood Next: Future Land Use Plan*, remained active from late April to September in 2023, and was made available to those without online access through hard copy surveys and by providing touch pads at public meetings and events. The survey reached almost 600 participants, capturing voices from across the community and broadening the foundation of public input for the planning process.

The survey covered a wide variety of land use related topics ranging from day-to-day quality of life issues to specific topics such as preservation, conservation, and mobility improvements. Below are some highlighted responses. For a comprehensive view of the survey results, please refer to Appendix C for the detailed findings.

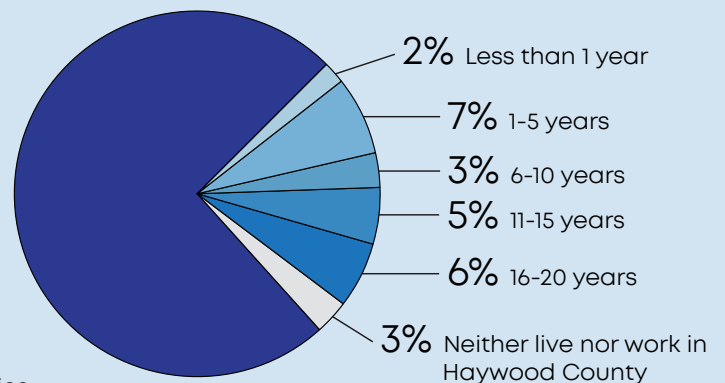
## Top activities and features that survey participants would like to see in Haywood County



## 58% of survey participants both live and work in Haywood County



## 74% of survey participants have lived or worked in Haywood County for more than 20 years



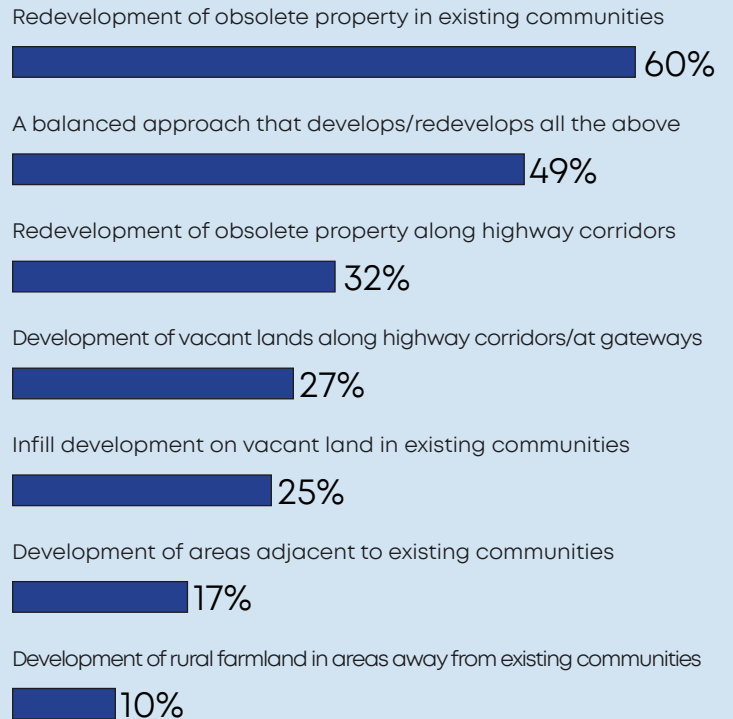


# Public Outreach and Engagement

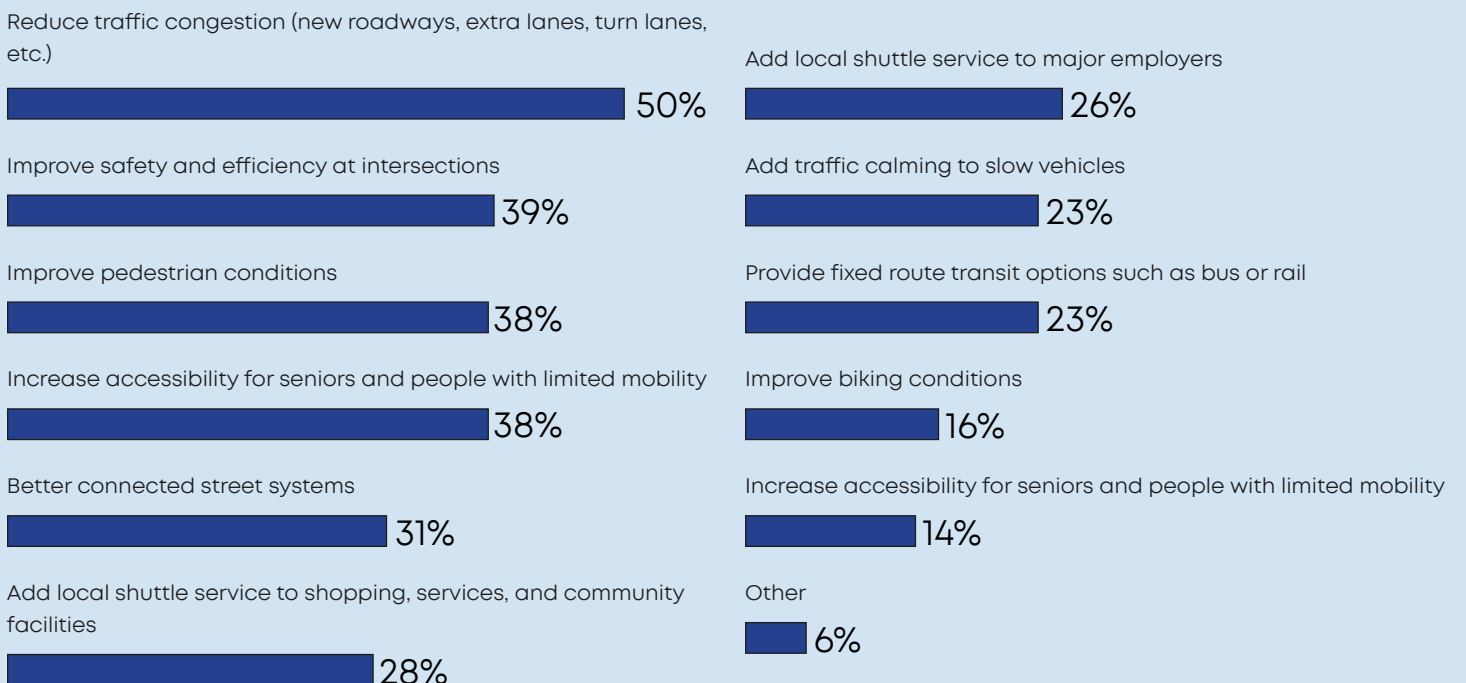
## Top activities and features that survey participants would like to see within a 15 minute walk from your home



## Locations in which the survey participants would most prefer development / redevelopment across Haywood County



## As growth occurs in Haywood County, which of the following would you like to see to make it easier for you to get to your destinations?



# Public Outreach and Engagement

## Public Open House - June 2023

Following a series of Stakeholder Visioning Sessions, facilitated with help from the Steering Committee, an evening Open House was held in the Haywood High School Library on June 6, 2023. The Open House presented an overview of the process, a summary of the feedback provided during the earlier Stakeholder Visioning Sessions, and a visual summary of the market analysis findings. Due to the similar interests expressed during the Stakeholder Visioning Sessions, and the desire for a shared vision for Haywood County, participants in the public Open House were asked to provide feedback on the initial Vision and Growth Principles for the Future Land Use Plan.

The feedback from each session was anchored by four major themes including Variety & Choice, Community, Preserve, and Enhance. A summary of each of the themes was presented by the LRK team and concluded with an open discussion with the audience. The four major themes included the following:

### Variety & Choices:

- Housing types and prices
- Additional retail & restaurant options
- Parks and open spaces

### Community:

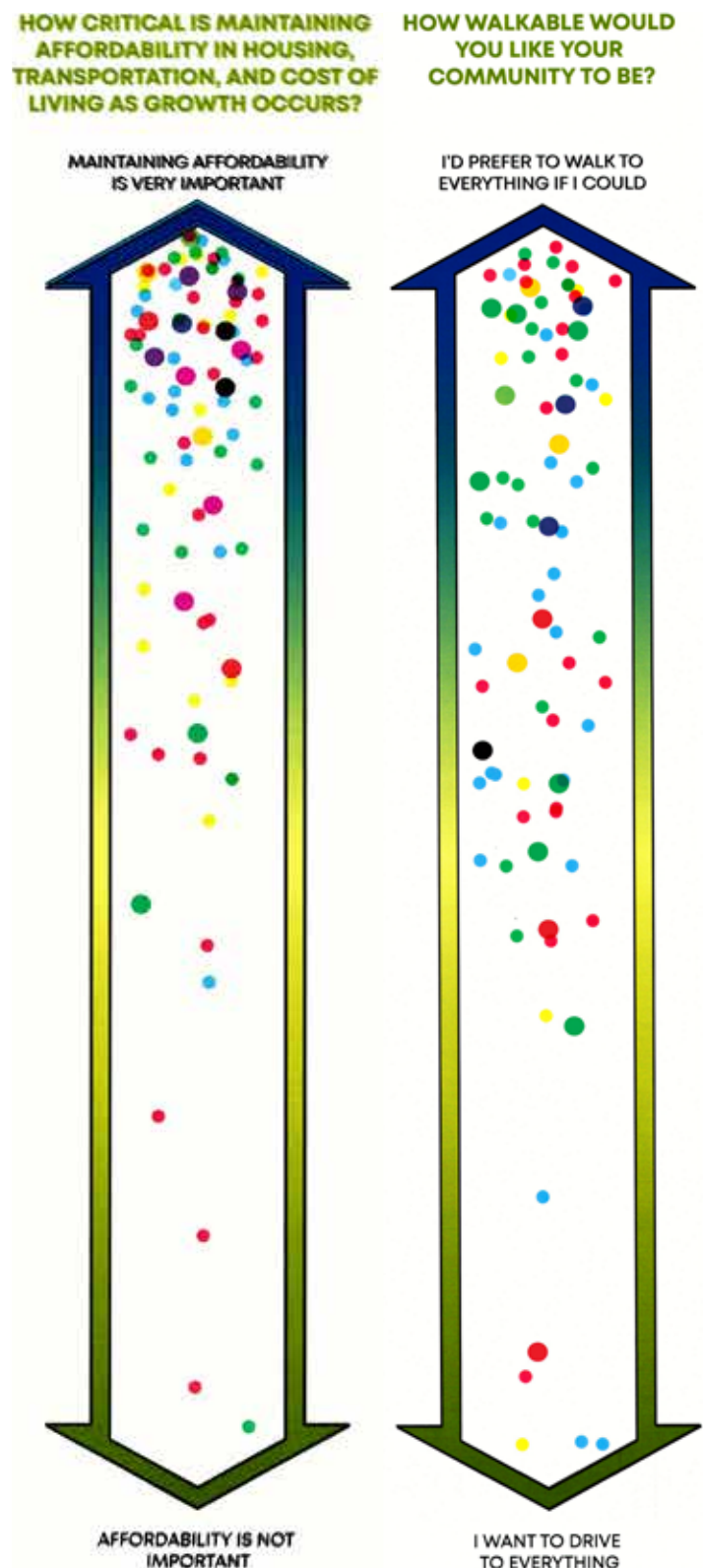
- Events to attend
- Opportunities to meet new people
- Tomcat Pride

### Preserve:

- Sense of Community
- Rural agricultural heritage
- Access to and enjoyment of the outdoors
- Historic assets

### Enhance:

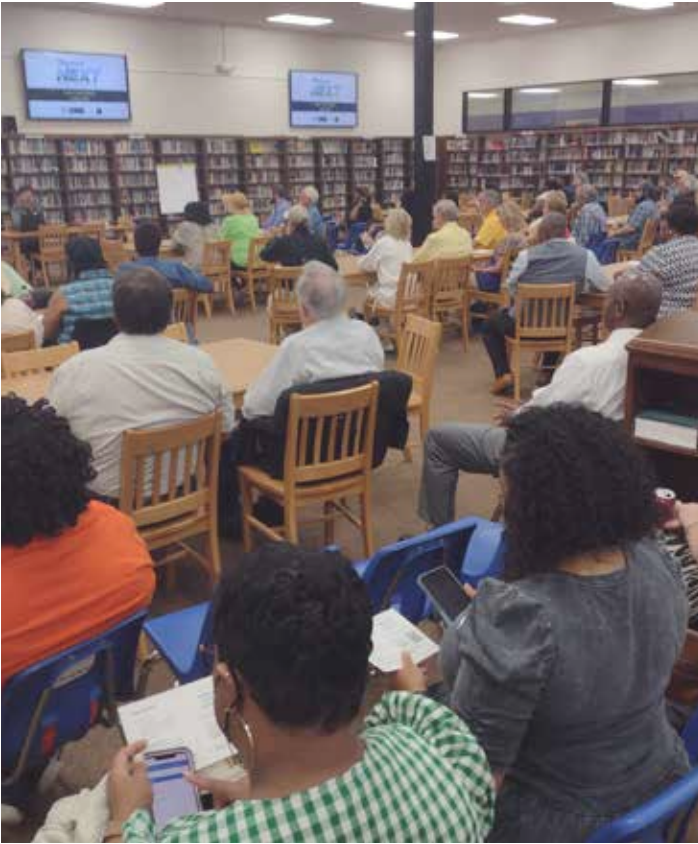
- Agricultural Landscape
- Quality of Life
- Ease of travel
- Resiliency



Community members shared their preference on a series of questions in addition to the survey. Refer to Appendix C.



# Public Outreach and Engagement



Community members attended a presentation and provided their feedback related to Future Land Use in Haywood County



# Public Outreach and Engagement

## Public Open House - February 2024

An evening Open House was held in the Haywood High School Library on February 26, 2024 for community input and feedback pertaining to the draft Future Land Use Plan. Approximately 200 community members attended the open house, and many addressed the project team with questions regarding specific properties and land use questions after the initial presentation. Participants had the opportunity to review the Vision and Growth Principles, Market Analysis, Alternate Land Use Scenarios, Fiscal Impact Analysis, and the draft Future Land Use Plan. A station with an interactive GIS map was available for residents to view individual properties and ask place type related questions.

Many residents expressed continued concern about the impact of new development on property taxes, property values, and land sales. Public feedback was generally upbeat and continued to benefit from the same passion and dedication observed throughout the process. Some residents had questions pertaining to how

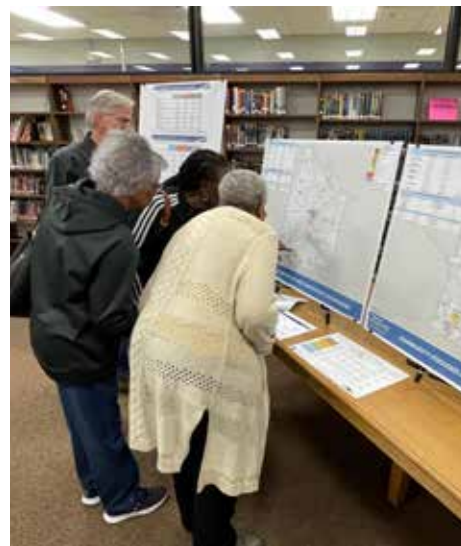
the plan may inform future development and land values. Additional conversations included how the plan may be used by the community as a tool to help inform future decisions and investments in infrastructure and public facilities. Many residents asked questions and expressed interest regarding the next critical steps including how the plan will be implemented so as to best achieve the fundamental Vision and Growth Principles.



*Community members attended a brief presentation that provided an overview of the Future Land Use planning process*



# Public Outreach and Engagement



Community members reviewed the Fiscal Impact Analysis, Alternate Land Use Scenarios, and a draft of the Future Land Use Plan







CHAPTER

2

# *Vision, Objectives & Growth Principles*



# Vision and Growth Principles

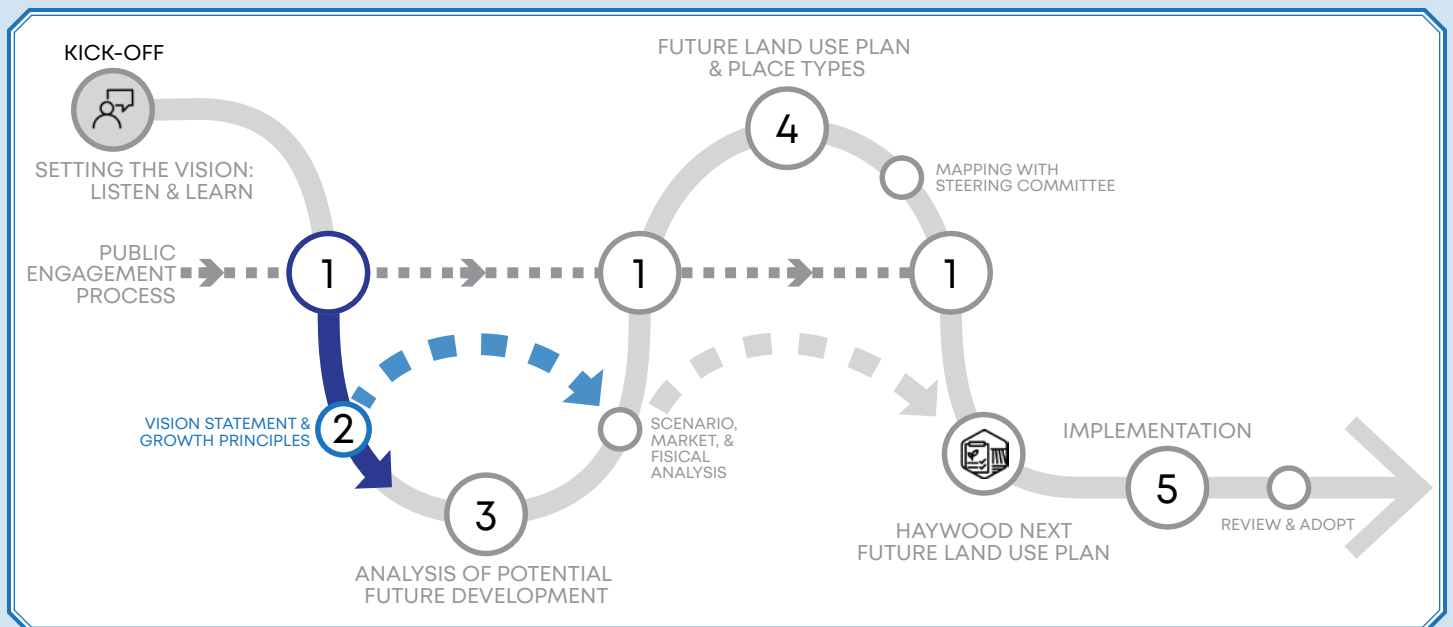
## Summary

Community feedback is of utmost importance in the Future Land Use planning process because it is the community’s values and input that shape the Vision and Growth Principles. These in turn, form the foundation of the Future Land Use Plan. Every public engagement event from the Steering Committee meetings, Stakeholder Visioning sessions, to the Public Open Houses provided input that was distilled into the Vision and Growth Principles. The Vision and Growth Principles inform the Place Type designations, development patterns, and the Future Land Use Plan mapping process. The Vision and Growth Principles serve as a tool and benchmark by which decisions and requests are considered for years to come, including potential revisions to the Future Land Use Plan.

The Vision and Growth Principles were adopted by the Steering Committee on June 20, 2024.



Community members provide their feedback at the June 6th Public Open House



# Vision and Growth Principles

## 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

1

### Growth 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.

2

### Growth 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.

3

### Growth Principle #3 Invest in Existing

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

4

### Growth 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.

5

### Growth 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.

6

### Growth 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.

7

### Growth Principle #7 Improve Connectivity

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

## Growth Principles

### 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.

The community shared a cautious optimism for new investment in Haywood County and expressed a desire for thoughtful development that acknowledges and builds upon the community's values. Many public survey participants have lived in Haywood County for over twenty years and appreciate the rural character, farmland, and community events that make the county feel like home. These community members want to see new development and investments in and around existing assets in Haywood County in a way that protects the natural resources, events, and small-town feel that is valued in the community today.



### 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.

Community engagement participants indicated a desire to Guide & Focus growth into town centers, existing municipalities, and around rural four-ways, in order to build upon existing assets within the community. The City of Brownsville, the Town of Stanton, Nutbush, Dancyville, Douglass, and Union were all mentioned at many public engagement sessions throughout the Future Land Use planning process as desired centers for investment and growth. Focusing investment in these locations allows new development to tap into existing assets and build upon the history of Haywood County's communities to the benefit of all residents.





## Growth Principles

### Invest in Existing

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



Community members expressed a strong desire to invest in the existing assets, communities, and places of Haywood County. Many residents noted the Square in Brownsville, where revitalization and investment has recently occurred, as one of their favorite spots in the county. A continued vision for investing in existing resources lends itself to growth in and around the historic centers of the City of Brownsville and the Town of Stanton, where underutilized structures, vacant space, and a range of lots and tracts exist. Focusing investment in these areas will further transform the community into an even more vibrant place to work, play, and live.

### 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.



During the public engagement process, community members repeatedly emphasized the need for accessibility to facilities for medical, educational, recreational, and basic everyday needs throughout the county. Haywood County can improve accessibility to facilities by guiding growth and investment to existing communities and rural four ways where various services are currently provided, may be more easily enhanced, or affordably expanded. Thoughtful expansion and improvement to local and regional transportation infrastructure that considers scale, placemaking, and mobility contributes to access and an improved quality of life.

## Growth Principles

### High-Quality & Inclusive

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

Residents consistently expressed a desire for high-quality spaces, services, and amenities that would serve the diverse mix of community members already living in the county and attract new families to partake in and contribute to Haywood County. Community members recognized the importance of providing services and space for personal growth and learning opportunities as they discussed retaining and drawing younger generations to Haywood County. Building high-quality spaces that incorporate new and creative approaches while enhancing the qualities that residents value most can encourage growth and support select investment within the community for generations to come.



### 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.

Throughout the public engagement process, residents emphasized the importance of an inclusive and attainable community that would be a welcoming place for new residents while remaining an affordable location for those already living in Haywood County. Providing a range of housing types in a variety of scales, sizes and price points that is sensitive to context and community infrastructure capacity lays the foundation for an attainable community.



# Growth Principles

## Improve Connectivity

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



Many residents expressed an interest in expanding transit options and increasing both the walkability and bikeability of their existing communities. Improved connectivity includes roadway maintenance, intersection improvements, and establishing roadway standards that maintain the community's values while providing safe and efficient connections. Neighborhood designs with an interconnected street and sidewalk grid encourage walkability and help residents form a stronger sense of community. Multi-modal green connections should be considered to improve walkability and connect residents to parks, trails, and the beautiful natural areas within Haywood County.



### The A,B,C's of Great Planning

In conjunction with the Vision and Growth Principles, several planning objectives were frequently discussed during the public engagement process. While the Growth Principles speak to these three objectives, they should stand apart from the Future Land Use Plan since they have implications that can be applied to a broad range of planning efforts including zoning amendments, design guidelines, and public engagement.

One objective that was addressed at every public open house was the need for enhanced public notice and community participation. There is a strong desire by residents to know and understand what is happening in their community that should be acknowledged and upheld as planning efforts continue in Haywood County.

**A**

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.

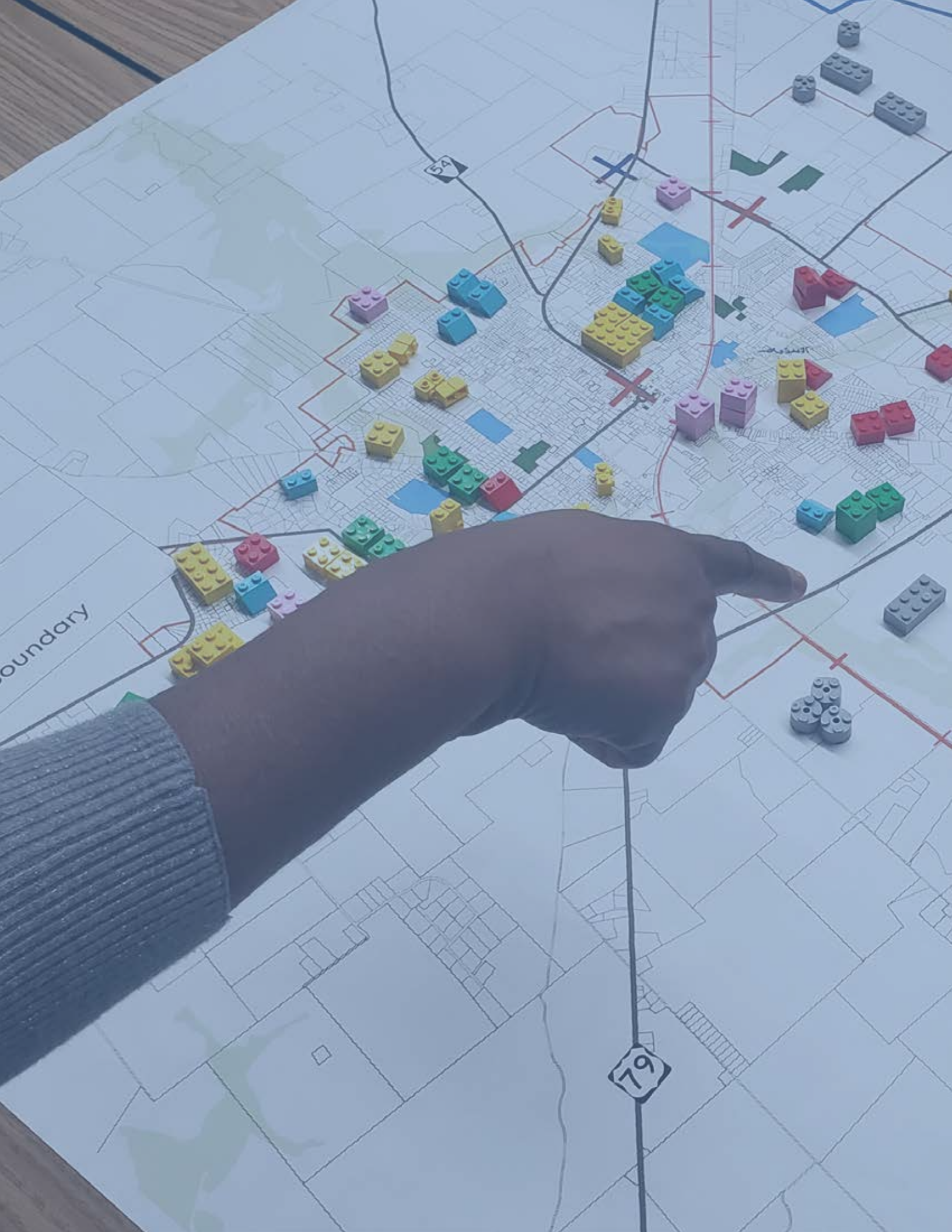
**B**

Develop an achievable growth strategy that is impactful to the lives of both current and future citizens of Haywood County.

**C**

Adopt zoning amendments and Development and Design Guidelines, and other planning tools, as necessary to implement the growth strategies for Haywood County.





boundary

54

79





CHAPTER

3

# *Analysis of Potential Future Development*

# Overview of Analysis

Public engagement feedback, one-on-one interviews with community members, and survey responses contributed valuable local knowledge to The Chesapeake Group, who provided an estimate for likely near-term development potential in Haywood County, the City of Brownsville, and the Town of Stanton. The Chesapeake Group’s Market Analysis summarized potential future development over the next 20 years based on existing conditions, zoning/land development regulations, infrastructure and community facilities capacity, and current and projected market trends. Given the potential scale of significant change that is likely to occur in the future, understanding what may occur beyond the 10 year horizon of the Future Land Use Plan was deemed important. Infographics meant to better communicate the scale and pace of change regarding land consumption over the next twenty years were shared with the public and are included throughout this chapter.

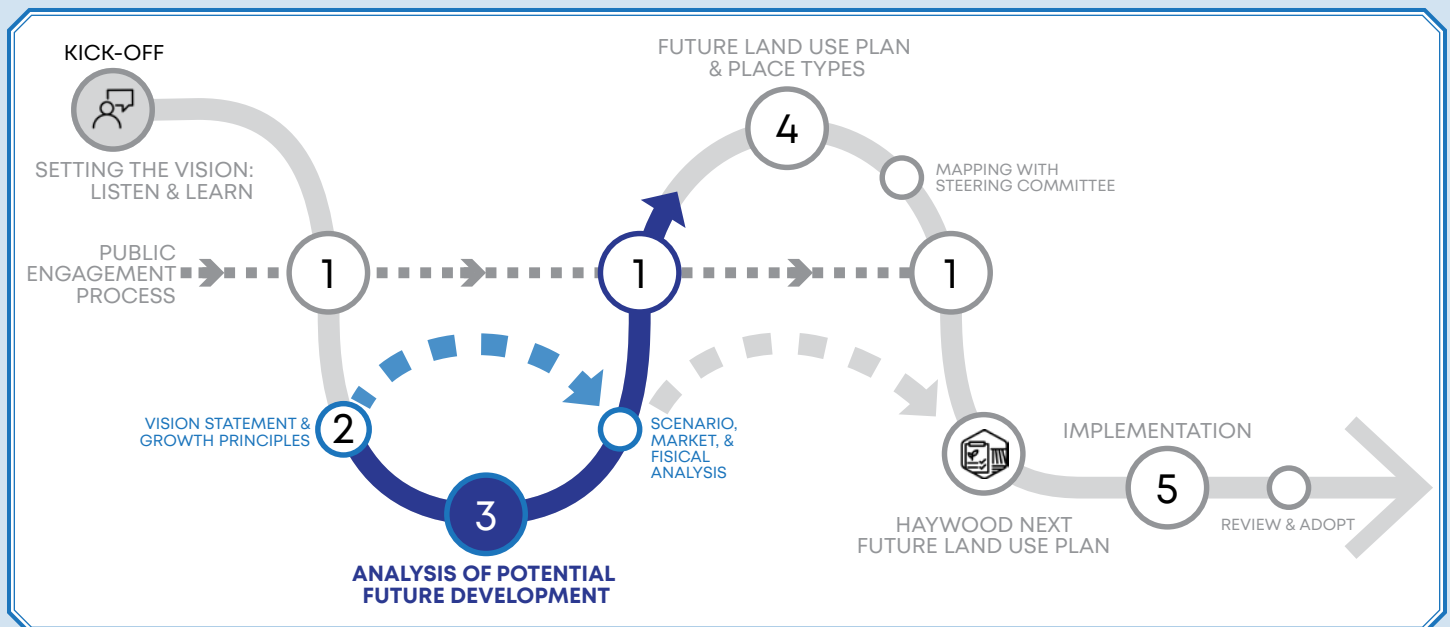
This analysis, in conjunction with current and projected market trends, existing rural residential development patterns, public engagement input, and the established Vision and Growth Principles, was utilized to determine “Areas Most Suitable for Development” and the potential patterns that investment and development may follow. Four Alternate Land Use Scenarios were developed that reflected a variety of development patterns.

The Alternate Land Use Scenarios are as follows:

- Business as Usual
- Minimally Guided Dispersed Development
- Community Focus and Clustered Countryside
- Community Concentration and Countryside Conservation

The scenarios split development into two overarching categories, “Community” defined as within or adjacent to municipal boundaries, and “Countryside.” These scenarios were presented to the Steering Committee and provided to TischlerBise, for further study and analysis.

TischlerBise provided a Fiscal Impact Analysis that incorporated findings regarding existing fiscal capacity, community needs, and outlined the revenues and expenditures associated with each scenario. This analysis indicated more fiscally responsible patterns of development and along with the Vision and Growth Principles and Market Analysis helped inform the Steering Committee as they undertook a Mapping Work session in January 2024. The mapping work session allowed committee members to place residential, commercial, and industrial units across the county, within the City of Brownsville and the Town of Stanton, and provided a first-hand understanding of how different patterns of development impact county-wide resources.





# Market Analysis

Following a series of interviews and the summation of the community survey responses, the Market Analysis examined a variety of topics including Residential, Commercial, Industrial, Agriculture, and the Potential Ancillary Multiplier, otherwise referred to as “But For”. These findings from **The Chesapeake Group** are based on current market trends. Known for its historic agricultural base, Haywood County contains more than 200,000 acres of land zoned for agriculture. Primary crops include cotton, and soybeans with cattle as the largest production of livestock in the county. The agricultural land use forecast notes that the per acre sale price has risen substantially since the announcement of Blue Oval City, which many see and precedent indicates as threatening continued agrarian land use.

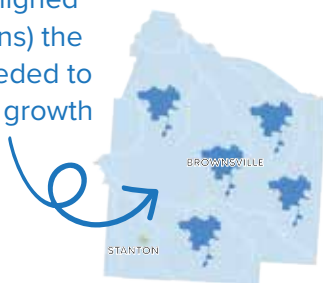
The Market Analysis indicates that Blue Oval will stimulate ancillary-related activity described as the “but for” multiplier. Residential demand over the next twenty years is anticipated to generate 2,695 new residential units; however, once the “But For” multiplier is applied, new residential

growth surges to 6,713 new residential units. This substantial household growth will result in significant new supportable commercial demand. When including the Blue Oval “But For” multiplier, additional ancillary-related commercial activity stimulates the generation of 1,290,000 square feet of new supportable commercial space over the next twenty years primarily in nine major categories of retail goods and services.

While the residential growth is likely to have the most significant transformational impact on land use, industrial development will likely have the most significant economic impact. There is the potential for up to an additional 3 million square feet of industrial space to be constructed within Haywood County. Some of the potential industrial space may be linked to Blue Oval City, further impacting the land use in the area surrounding the plant, but other industrial opportunities exist throughout the County.

## A comparison of land consumption over the next 20 years, based on lot size

If every expected home within the **next 20 years** is built on **5 acres each** (aligned with historic patterns) the amount of land needed to accommodate this growth would be equal to **33,565 acres - an area roughly the size of five Brownsvilles**

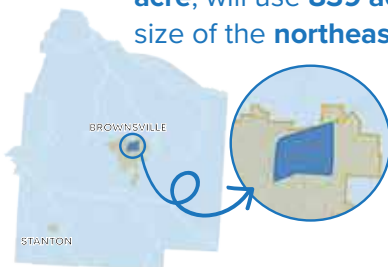


### based on lot size

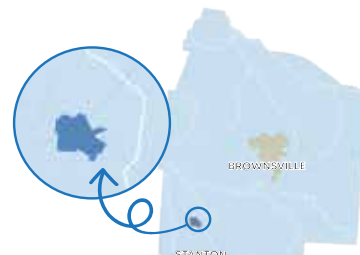
Homes built on 1 acre each will consume **6,713 acres - an area slightly larger than the size of Brownsville today**



Homes built on 0.15 acre lots, or at **8 homes per acre**, will use **839 acres - an area roughly the size of the northeast corner of Brownsville**



Building **15 homes per acre** will use **447 acres - an area about equal to one-and-a-half Stantons**



# Market Analysis

## Housing Growth

Based on historical patterns and trends, housing growth has the greatest potential to impact future land use. Blue Oval and associated industrial activity will affect on a county-wide scale a substantial change in housing demand in Haywood County over the next 20 years. Currently, housing vacancy rates are low in Haywood County, therefore potential incoming residents will increase the demand for new housing. This demand will likely occur as “latent demand” or “pent-up demand”, meaning housing supply may not keep pace with new population and household growth until five, ten, or twenty years into the future.

With market conditions generating demand for 6,713 additional housing units over the next twenty years, it is anticipated that there will be increasing development pressure within existing communities as well as the rural countryside. Based on current economic and housing market conditions, the market will demand and support a mix of housing types. About one-third of new

housing units will have the equivalency of three bedrooms, one of which might be used as an office or den area; about twenty percent will either be studio or one-bedroom units likely oriented toward one- or two-person households; sixty percent of the owner-occupied units will be three bedrooms or larger; and at least three in ten units will have at least three bedrooms or the equivalent.

The following is a breakdown of housing units by size:



**6,713** Units total in Housing  
*(over the next 20 years)*



**270** Units with 1 Bedroom



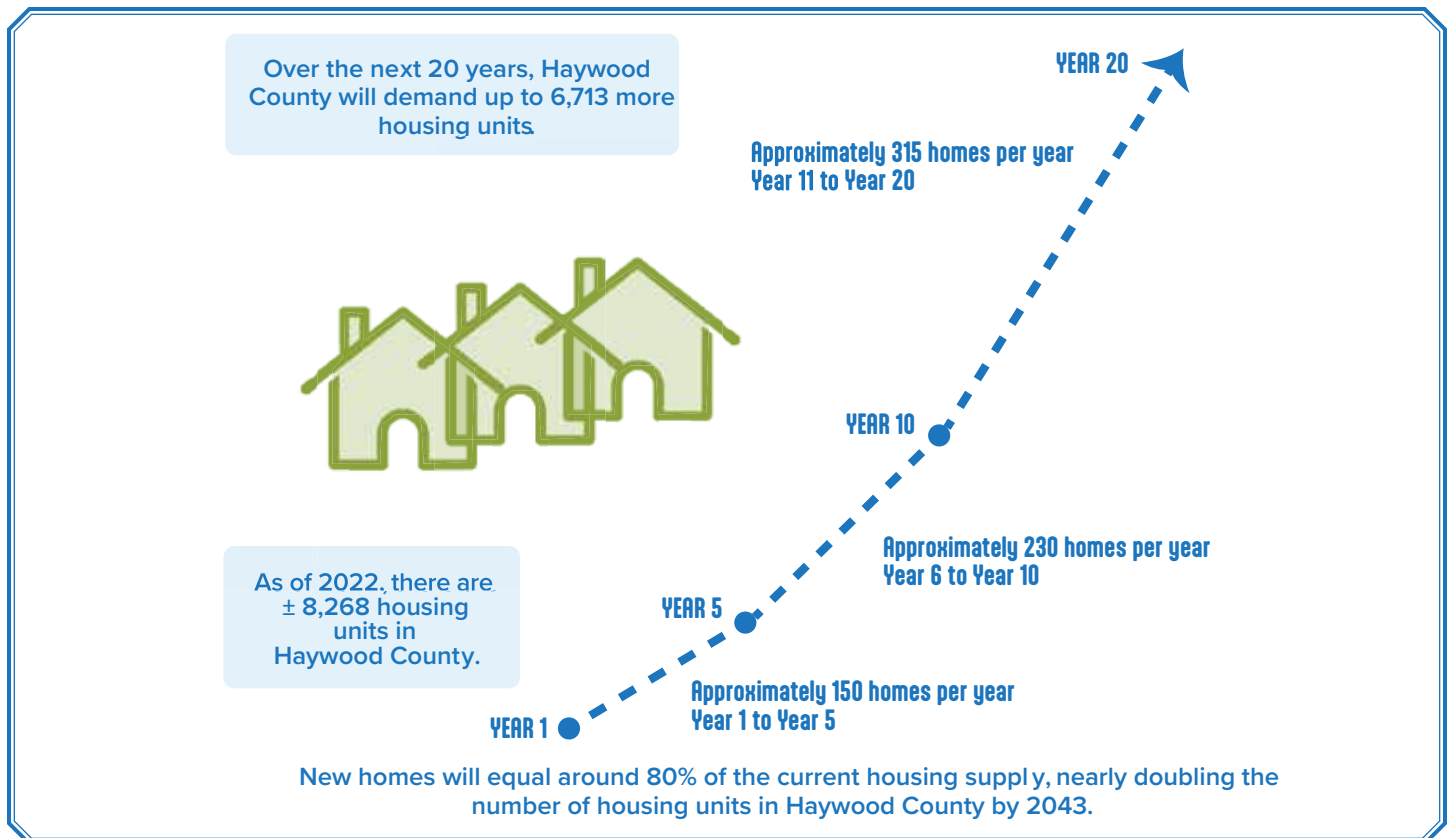
**1,879** Units with 2 Bedrooms / 1+ Den



**3,356** Units with 3 Bedrooms / 2+ Den



**1,208** Units with 4 Bedrooms or More





# Market Analysis

## Commercial Growth

The number of households and housing units will expand significantly in the next five, ten, and twenty years, and will support nearly 1.3 million square feet of new commercial space throughout Haywood County, in addition to supporting existing businesses. It is anticipated that retail development will occur within existing communities, as well as follow new residential development that occurs in the rural countryside.

Based on responses from the community survey, the majority of households spend most of their income on three commodities: housing, transportation, and food. Food is usually purchased at an operation selling groceries or at a food service establishment, such as restaurants and fast food operations. Survey respondents preferred national and regional chain restaurants when dining out.

The following is a breakdown of anticipated retail square footage by type:



**1,290,000** SQ. FT. Total in Retail  
*(over the next 20 years)*



**333,000** SQ. FT. in Food and Drink



**166,000** SQ. FT. in General Merchandise



**40,000** SQ. FT. in Furniture



**155,000** SQ. FT. in Transportation



**94,000** SQ. FT. in Drugstore



**87,000** SQ. FT. in Apparel



**102,000** SQ. FT. in Hardware



**132,000** SQ. FT. in Vehicle Service



**181,000** SQ. FT. in Miscellaneous

## Industrial Growth

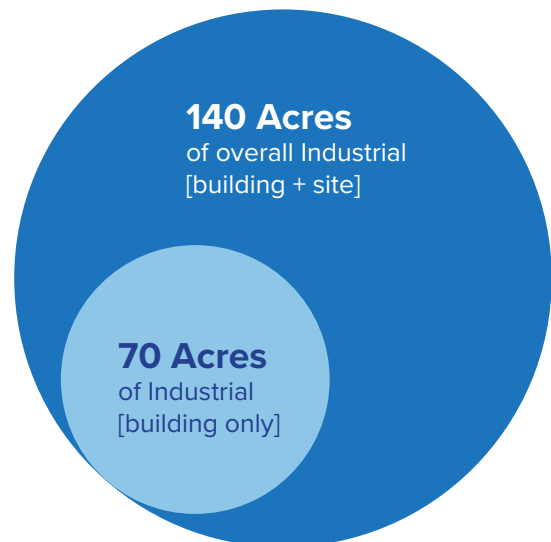
A potential for more than three million additional square of industrial space is estimated over the next twenty years, excluding the activity on site at Blue Oval City, and assuming transportation, communications, and other existing infrastructure networks can accommodate the growth. Some space will be linked to the vehicle assembly and battery plants, but other opportunities exist.

Skilled employees whether current residents or relocating to Haywood County will find potential opportunities in the following industrial sectors and more:

- Drone production and assembly for military and civilian purposes.
- Other advanced battery production for non-Ford vehicles.
- Warehousing and logistics operations.
- Opportunistic housing construction.



**3,000,000** SQ. FT. or **70** Acres  
Total in Industrial *(over the next 20 years)*



## Preferred Areas for Development Mapping Study

An initial mapping study was completed to identify areas most suitable and likely for potential future development based on community input at the Stakeholder Listening sessions, the public open house, and results from the community survey. The “Areas Potentially Suitable for Development” map includes the following:

### Existing Communities

- Areas located and zoned within municipal boundaries
- Locations of existing public amenities and service providers
- Historic, culturally significant and/or locally significant community, locale, or place of reference

### Infrastructure Capacity

- Proximity to existing infrastructure - Where capacity exists, is planned or may be more easily provided
- Locations where new or extended infrastructure is planned or may be more easily provided
- Transportation corridors

### Environmental Constraints

- Floodplains and floodways
- Streams and rivers
- Bodies of water
- Wetlands
- Aquifer recharge zone(s)
- Highly productive agricultural areas
- High quality soils
- Dedicated wildlife and nature preserves
- Other environmentally sensitive features of local or regional importance

### Other Constraints

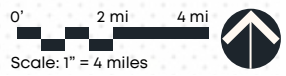
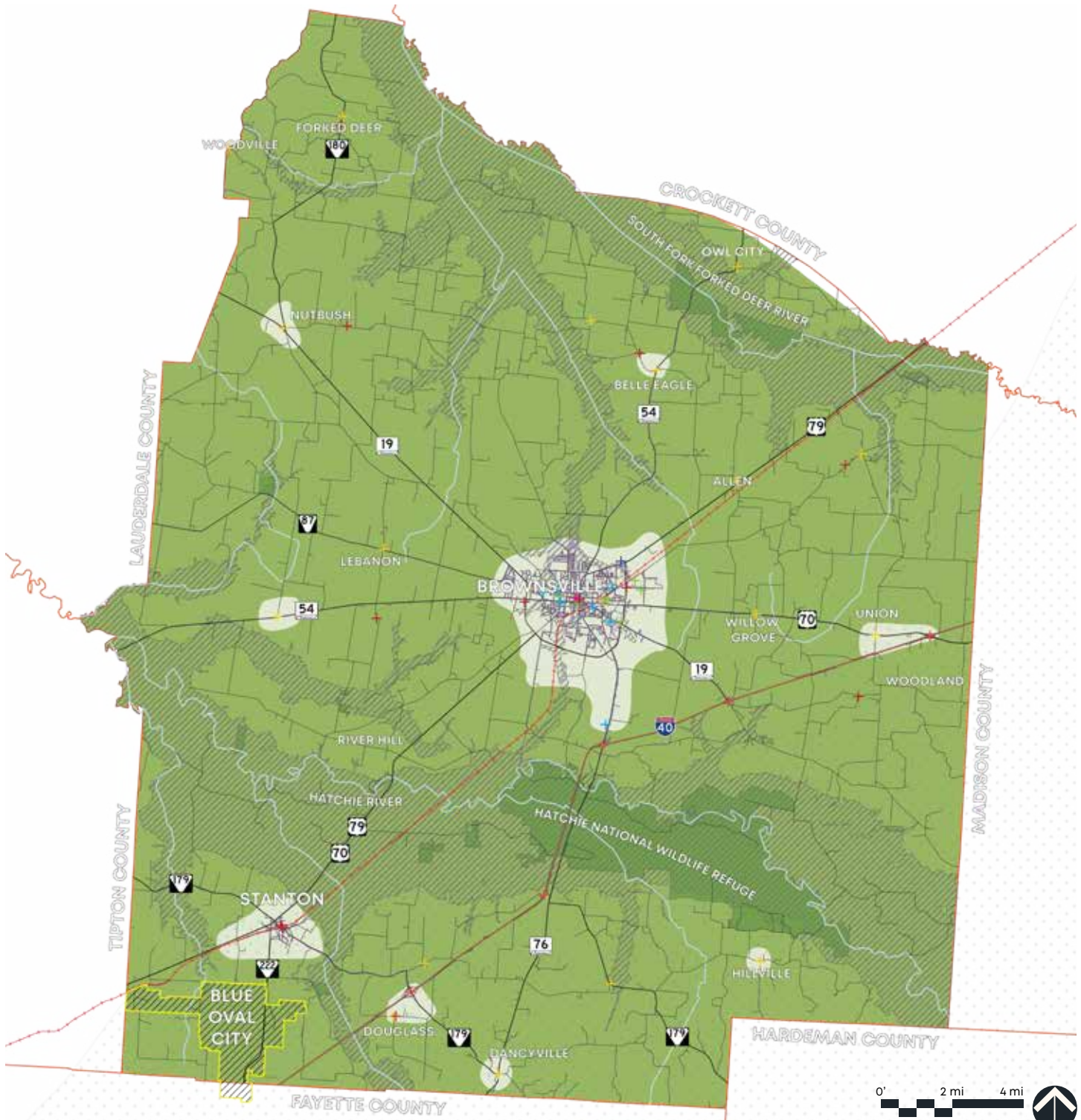
- Utility corridors
- Similar limiting features

Each of the opportunities and constraints listed appeared on the “Areas Potentially Suitable for Development” map as a white, translucent area of significant impact or service dependent on the variable. Where multiple opportunities overlapped the transparencies became more opaque. These areas of overlap were evaluated in conjunction with the Vision and Growth Principles and were translated into the “Preferred Areas for Development” map describing, initial areas being more conducive for preferred development. The Growth Principles of “Grow & Protect,” “Guide & Focus,” and “Invest in Existing” are clearly depicted in this map as the preferred areas for development were heavily influenced by the existing assets and available infrastructure throughout Haywood County.



Areas Potentially Suitable for Development based on existing conditions and assets





**Preferred Areas for Development**

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

# Alternate Land Use Scenarios

The Preferred Areas for Development map, Stakeholder Meeting feedback, and public input was used to develop a series of Alternate Land Use Scenarios. These Scenarios depict different potential development patterns throughout Haywood County, and do not represent land use plans; therefore, specific locations and details are conceptual and flexible. These Alternate Land Use Scenarios are:

- “Business-As-Usual”
- Minimally Guided Dispersed Development
- Community Focused and Clustered in Countryside
- Community Concentration and Countryside Conservation

The Alternate Land Use Scenarios include information regarding:

- Land use type, form, and density
- Impact on roads, infrastructure, and community facilities
- Protection, enhancement, and impact of community assets

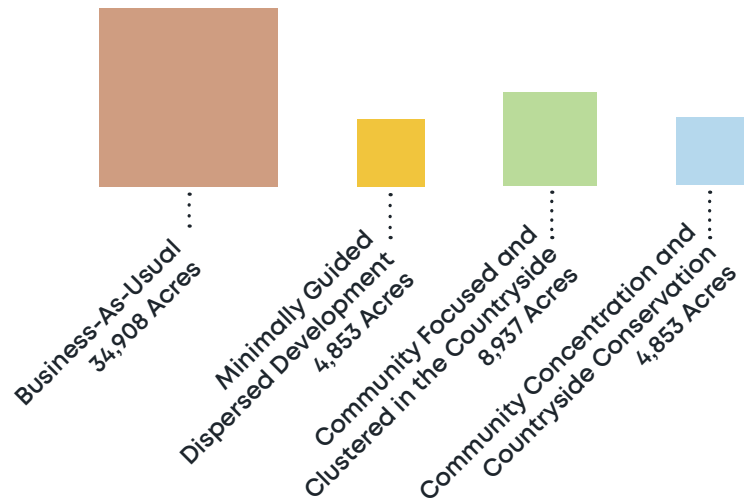
Throughout the public engagement process there was a continual distinction between the



“Community” and the “Countryside.” Therefore, in the Alternate Land Use Scenarios the Community includes areas within the existing municipal boundaries and areas adjacent to existing municipal boundaries by approximately 1 mile. The Countryside includes all other areas within the county, such as Rural Four-Ways, Conservation Clusters, or Rural Residential. In each scenario it is anticipated that working farms would remain a vital use in Haywood County.

**Rural Four-Ways** are defined as countryside communities that serve as nodes for commerce, services, connection, and identity. A **Conservation Cluster** is a clustering of homes, services, and amenities that preserve and conserve farmland and natural areas. **Rural Residential or FARR** (Forest, Agriculture, and Rural Residential) is a land use that preserves a mix of natural landscapes, agricultural uses, and limited residential development which does not require extensive services typically associated with municipal or urban areas.

Each Alternate Land Use Scenario is accompanied by a Fiscal Impact Analysis that models county-wide and municipal revenues, capital impacts, and net fiscal results attributed to each scenario. A comparison of the fiscal impact analysis and development footprints of each Alternate Land Use Scenario were reviewed with the Steering Committee, shared with the public, and helped inform the Future Land Use Plan.



Land Use Scenario residential development footprints in comparison to Haywood County and Brownsville



## Alternate Land Use Scenarios - Overview

Scenarios	Community		Countryside		
	Within Existing Communities	Near / Adjacent to Existing Communities	Focused at Four-Ways	Conservation Clusters	Rural Residential (FARR)
<b>“Business-As-Usual”</b>	<b>30%</b>	<b>20%</b>	-	-	<b>50%</b>

Business-As-Usual establishes a baseline for the alternate land use scenarios by representing the Market Analysis projected future development yield based on current zoning and development patterns. In this scenario, future development is evenly split between the Community and the Countryside. In the Community, thirty percent of the development is within existing municipal boundaries and twenty percent is located adjacent to these boundaries. The majority of this growth is included along corridors where existing infrastructure can be readily accessed or extended. All of the development in the Countryside is Rural Residential in the FAR and R-1 Districts matching recent patterns and densities of development.

<b>Minimally Guided Dispersed Development</b>	<b>35%</b>	<b>20%</b>	<b>5%</b>	<b>10%</b>	<b>30%</b>
---	------------	------------	-----------	------------	------------

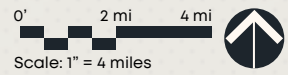
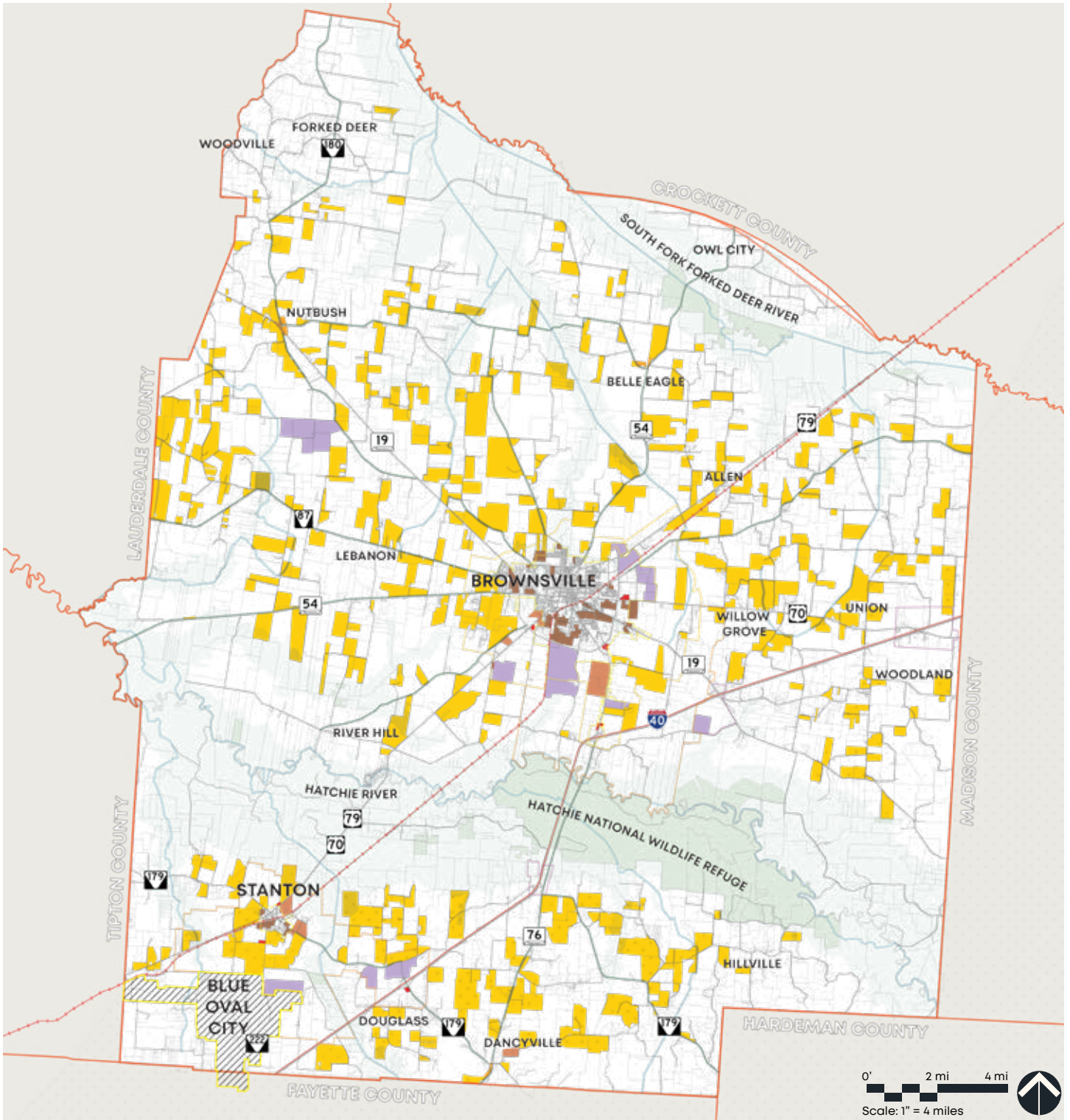
The Minimally Guided Dispersed Development scenario also depicts a balanced distribution of development across the Community and the Countryside, however unlike Business-As-Usual, the development in the Countryside is distributed between Four-Ways, Conservation Clusters, and FARR. Within the Community, development is indicated on larger vacant parcels adjacent to existing development both within and adjacent to the municipal boundaries. In the Countryside, the scenario depicts a dispersed development pattern throughout the county based on the allowable densities of FAR and R-1 zoning. Additional development is indicated within Four-Ways and Conservation Clusters.

<b>Community Focused and Clustered Countryside</b>	<b>45%</b>	<b>15%</b>	<b>10%</b>	<b>15%</b>	<b>15%</b>
--	------------	------------	------------	------------	------------

The Community Focused and Clustered Countryside scenario depicts an increase up to sixty percent of future development and reinvestment both within and adjacent to the Community’s municipal boundaries. The growth depicted in the Countryside occurs as clusters along existing thoroughfares, as development surrounding Four-Ways, and as Conservation Clusters to better preserve the most productive farmland, valued rural landscape and sensitive environmental features.

<b>Community Concentration and Countryside Conservation</b>	<b>60%</b>	<b>15%</b>	<b>15%</b>	<b>5%</b>	<b>5%</b>
---	------------	------------	------------	-----------	-----------

The Community Concentration and Countryside Conservation scenario represents a highly-concentrated level of development and reinvestment in and around existing communities with sixty percent occurring within municipal boundaries. One quarter of development would occur within the Countryside, with fifteen percent focused at Four-Ways, minimizing Conservation Clusters and Rural Residential. To promote the viability of working farms and vibrancy of existing communities, this scenario would focus development on available land within the municipal boundaries of the City of Brownsville and the Town of Stanton.



RESIDENTIAL	Brownsville	Stanton	Elsewhere	TOTAL
Within Existing Municipal Boundaries	926.5 Acres	80.5 Acres	-	<b>1,007 Acres</b>
Adjacent to Municipal Boundaries	318 Acres	18 Acres	-	<b>336 Acres</b>
4-Ways	-	-	-	-
Conservation Cluster	-	-	-	-
Rural Residential (FAR & R-1)	-	-	33,565 Acres	<b>33,565 Acres</b>
<b>COMMERCIAL</b>	23 Acres	4 Acres	49 Acres	<b>76 Acres</b>
<b>INDUSTRIAL</b>	112 Acres	20 Acres	8 Acres	<b>140 Acres</b>

## Business As Usual

### Market predictions for the next 20 years

	Residential	Retail	Industrial
<b>Within Existing Municipal Boundaries</b>	2,014 Units	387,000 Sq. Ft.	1,570,000 Sq. Ft.
	1,007 Acres	23 Acres	72 Acres
<b>Adjacent to Municipal Boundaries</b>	1,343 Units	258,000 Sq. Ft.	1,306,000 Sq. Ft.
	5,372 Acres	15 Acres	60 Acres
<b>Around Rural Four-Ways</b>	-	-	-
	-	-	-
<b>Conservation Clusters</b>	-	-	-
	-	-	-
<b>Rural Residential</b>	3,357 Units	645,000 sq. ft.	175,000
	33,570 Acres	38 Acres	8 Acres
<b>Total</b>	39,949 Acres	76 Acres	140 Acres

### Fiscal impacts for the next 20 years

Population		Jobs	
<b>Municipal Areas</b>	4,314	<b>Municipal Areas</b>	968
<b>Unincorporated Areas</b>	10,068	<b>Unincorporated Areas</b>	6,967
<b>Public School Students</b>	2,069	<b>Total</b>	7,935
<b>Grand Total</b>			
<b>Revenues</b>	\$506,109,000	<b>Net Fiscal Impact</b>	-\$180,796,000
<b>Expenditures</b>	\$686,904,000	<b>Avg. Annual Net Impact</b>	-\$9,040,000

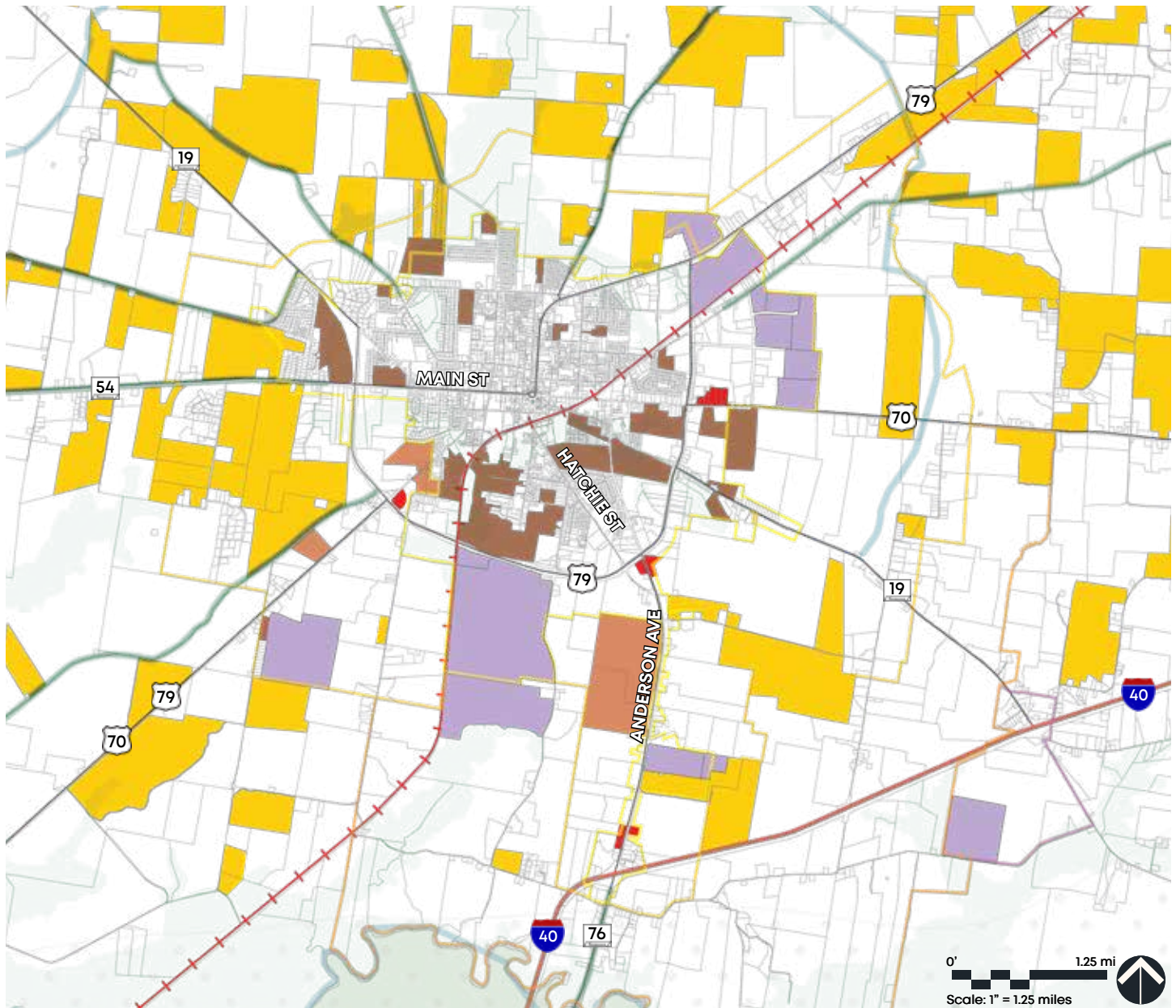
### Scenario Summary

The Business-As-Usual scenario embodies some of the growth principles established by the community. The scenario places new development in areas not as easily accessible to area assets, increases pressure on existing infrastructure, and consumes as much as twelve percent of the county for new development, reducing the amount of productive farmland and rural landscape that was mentioned as being highly valued by community members throughout the public engagement process. While new investment occurs in and around existing communities, the dispersed pattern of housing hinders the potential and scale of investment in underutilized buildings, corridors, and new development. The financial implications of continuing this development pattern would require far more expenditures than revenue generated, borrowing from future generations.



# Business-As-Usual

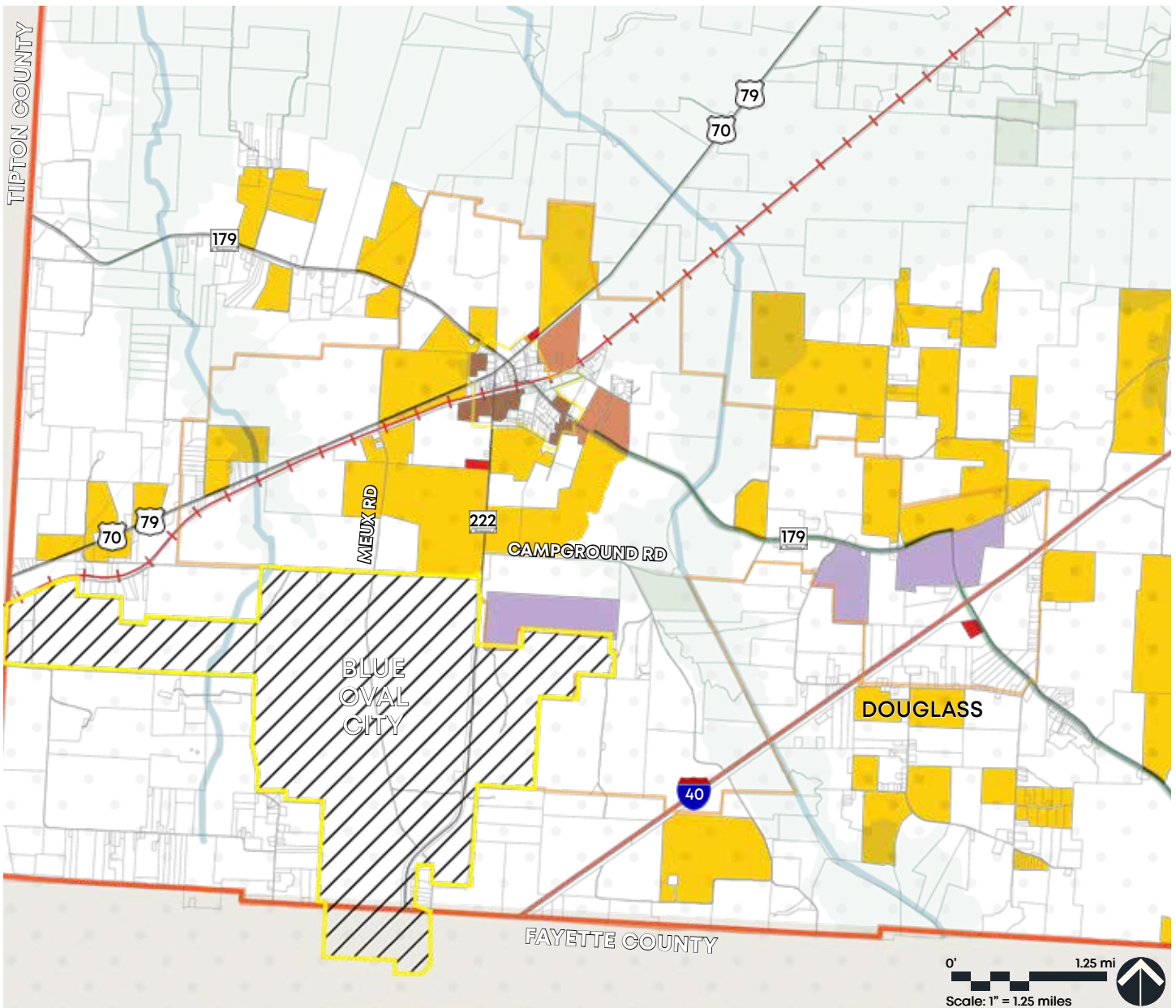
## Brownsville



Market Predictions (20 Years)	Residential	Retail	Industry <i>(Within+Adjacent)</i>
<b>Units / Sq. Ft.</b>	1,853 Units	328,950 Sq. Ft.	2,439,360 Sq. Ft.
<b>Acres</b>	926.5 Acres	23 Acres	112 Acres
Fiscal Impact (20 Years)			
<b>Revenue</b>	\$48,496,000	<b>Net Fiscal Impact</b>	\$6,301,000
<b>Expenditures</b>	\$42,195,000	<b>Avg. Annual Net Impact</b>	\$315,050

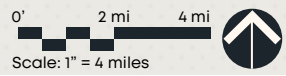
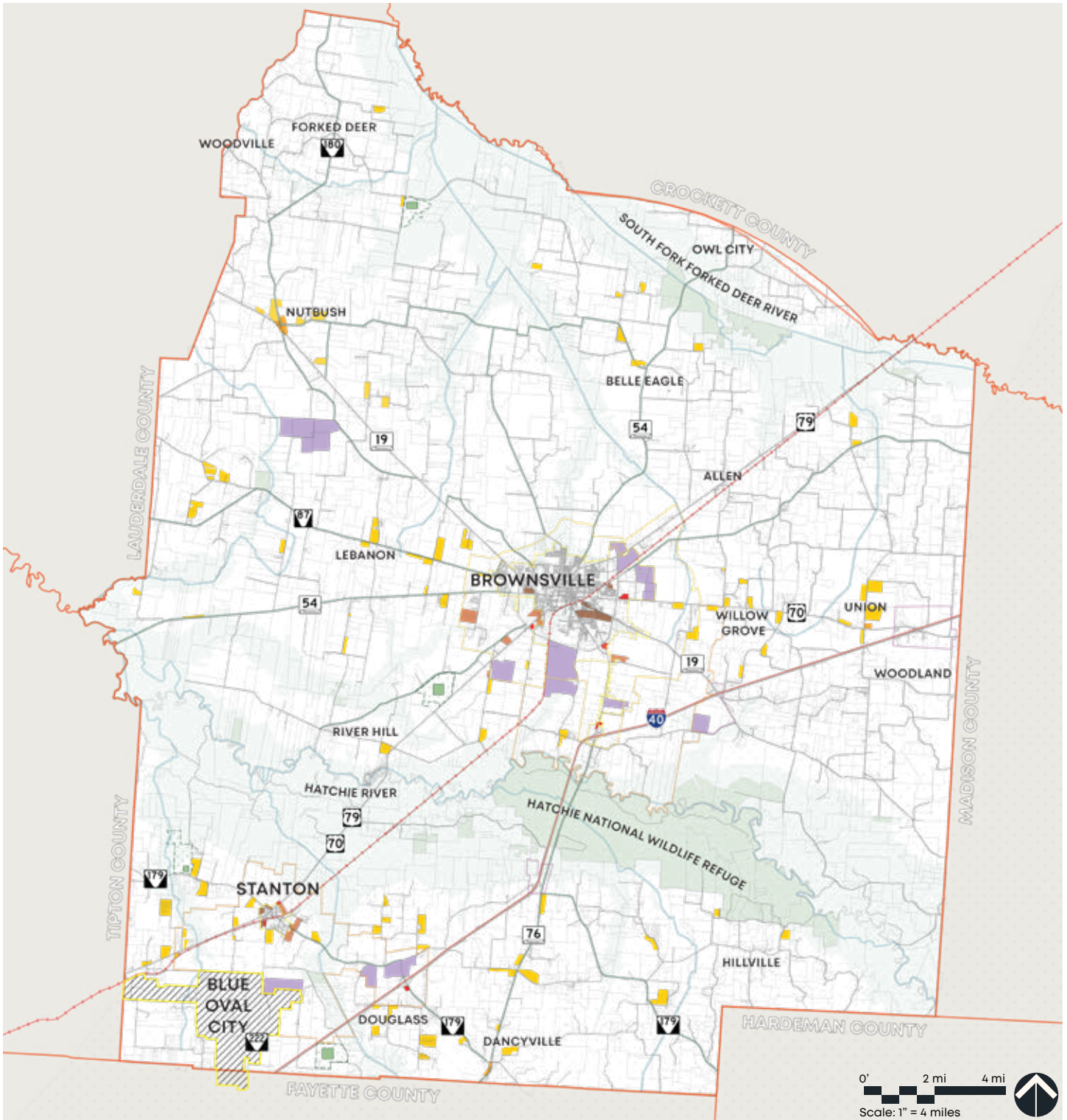
# Business-As-Usual

## Stanton



Market Predictions (20 Years)	Residential	Retail	Industry (Within+Adjacent)
<b>Units / Sq. Ft.</b>	161 Units	58,050 Sq. Ft.	435,600 Sq. Ft.
<b>Acres</b>	80.5 Acres	4 Acres	20 Acres
Fiscal Impact (20 Years)			
<b>Revenue</b>	\$3,194,000	<b>Net Fiscal Impact</b>	\$1,906,000
<b>Expenditures</b>	\$1,288,000	<b>Avg. Annual Net Impact</b>	\$95,300





	<b>RESIDENTIAL</b>	<b>Brownsville</b>	<b>Stanton</b>	<b>Elsewhere</b>	<b>TOTAL</b>
	Within Existing Municipal Boundaries	271 Acres	23 Acres	-	<b>294 Acres</b>
	Adjacent to Municipal Boundaries	216 Acres	8 Acres	-	<b>224 Acres</b>
	4-Ways	-	-	84 Acres	<b>84 Acres</b>
	Conservation Cluster	-	-	224 Acres	<b>224 Acres</b>
	Rural Residential (FAR & R-1)	-	-	4,028 Acres	<b>4,028 Acres</b>
	<b>COMMERCIAL</b>	26 Acres	5 Acres	45 Acres	<b>76 Acres</b>
	<b>INDUSTRIAL</b>	112 Acres	20 Acres	8 Acres	<b>140 Acres</b>



# Minimally Guided Dispersed Development

## Market predictions for the next 20 years

	Residential	Retail	Industrial
<b>Within Existing Municipal Boundaries</b>	2,350 Units	451,500 Sq. Ft.	1,570,000 Sq. Ft.
	294 Acres	27 Acres	72 Acres
<b>Adjacent to Municipal Boundaries</b>	1,343 Units	258,000 Sq. Ft.	1,306,000 Sq. Ft.
	224 Acres	15 Acres	60 Acres
<b>Around Rural Four-Ways</b>	336 Units	64,500 Sq. Ft.	-
	84 Acres	4 Acres	-
<b>Conservation Clusters</b>	671 Units	129,000 Sq. Ft.	-
	224 Acres	8 Acres	-
<b>Rural Residential</b>	2,014 Units	387,000 sq. ft.	175,000
	4,028 Acres	23 Acres	8 Acres
<b>Total</b>	4,853 Acres	77 Acres	140 Acres

## Fiscal impacts for the next 20 years

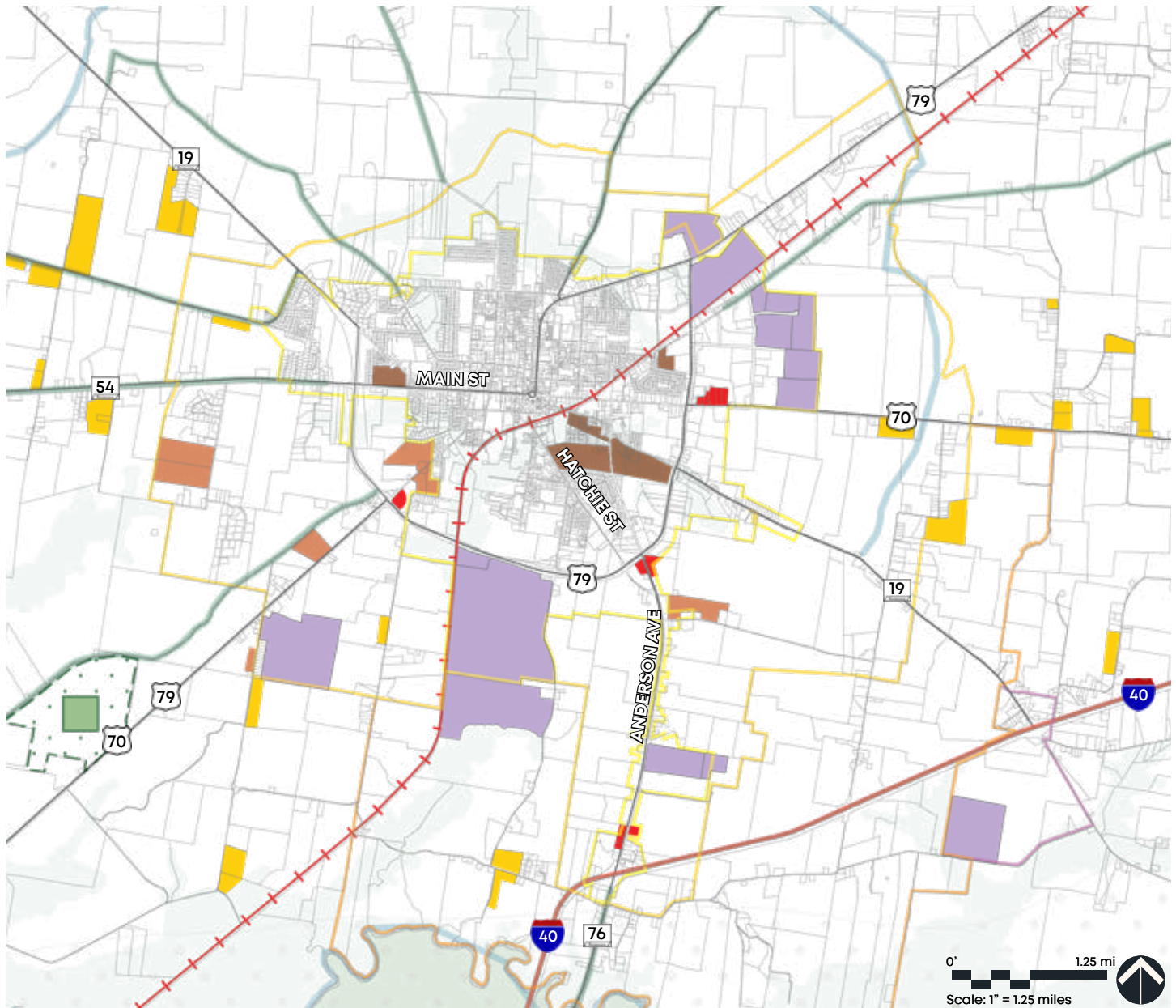
Population		Jobs	
<b>Municipal Areas</b>	5,034	<b>Municipal Areas</b>	1,129
<b>Unincorporated Areas</b>	9,348	<b>Unincorporated Areas</b>	6,806
<b>Public School Students</b>	2,069	<b>Total</b>	7,935
<b>Grand Total</b>			
<b>Revenues</b>	\$543,635,000	<b>Net Fiscal Impact</b>	-\$132,966,000
<b>Expenditures</b>	\$676,601,000	<b>Avg. Annual Net Impact</b>	-\$6,648,000

## Scenario Summary

The Minimally Guided Dispersed Development scenario embodies some of the growth principles established by the community. The scenario directs development at an increased intensity within existing communities and in clusters of development in the countryside, supporting the viability of some of the areas most productive farmland. The placement of development within existing communities increases access to existing assets and better supports investment in underutilized properties and corridors, though limited due to the dispersed pattern. The fiscal impact of this development pattern would continue to require more expenditures than revenue generated, but at a reduced deficit over the prior scenario.

# Minimally Guided Dispersed Development

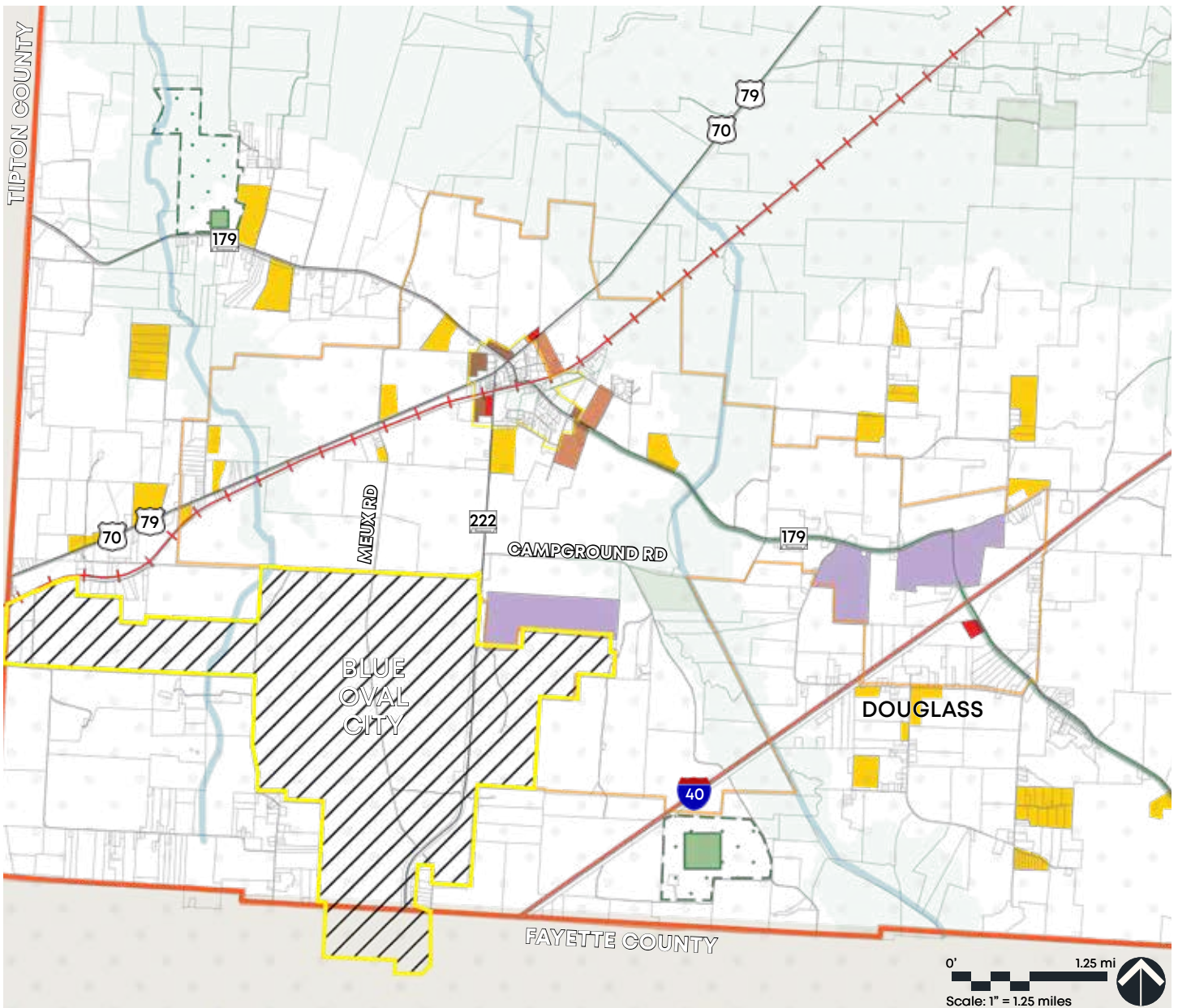
## Brownsville



Market Predictions (20 Years)	Residential	Retail	Industry (Within+Adjacent)
<b>Units / Sq. Ft.</b>	2,162 Units	383,775 Sq. Ft.	2,439,360 Sq. Ft.
<b>Acrages</b>	271 Acres	26 Acres	112 Acres
Fiscal Impact (20 Years)			
<b>Revenue</b>	\$56,586,000	<b>Net Fiscal Impact</b>	\$7,461,000
<b>Expenditures</b>	\$49,126,000	<b>Avg. Annual Net Impact</b>	\$373,050

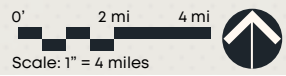
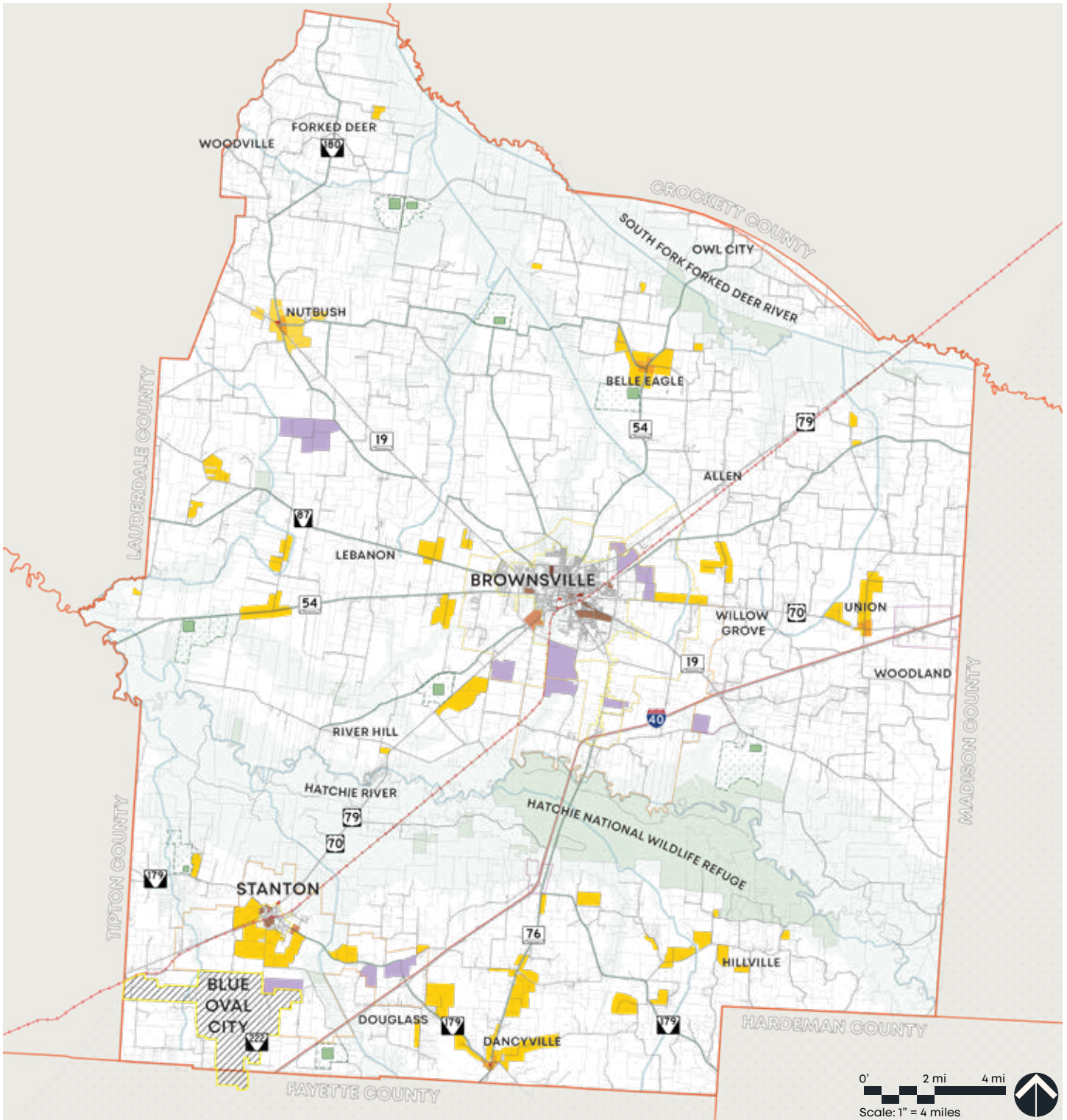
# Minimally Guided Dispersed Development






Stanton



Market Predictions (20 Years)	Residential	Retail	Industry (Within+Adjacent)
Units / Sq. Ft.	188 Units	67,725 Sq. Ft.	435,600 Sq. Ft.
Acres	23 Acres	5 Acres	20 Acres
Fiscal Impact (20 Years)			
Revenue	\$3,727,000	Net Fiscal Impact	\$2,224,000
Expenditures	\$1,503,000	Avg. Annual Net Impact	\$111,200





	<b>RESIDENTIAL</b>	<b>Brownsville</b>	<b>Stanton</b>	<b>Elsewhere</b>	<b>TOTAL</b>
	Within Existing Municipal Boundaries	232 Acres	20 Acres	-	<b>252 Acres</b>
	Adjacent to Municipal Boundaries	318 Acres	18 Acres	-	<b>126 Acres</b>
	4-Ways	-	-	168 Acres	<b>168 Acres</b>
	Conservation Cluster	-	-	336 Acres	<b>336 Acres</b>
	Rural Residential (FAR & R-1)	-	-	8,056 Acres	<b>8,056 Acres</b>
	<b>COMMERCIAL</b>	34 Acres	6 Acres	36 Acres	<b>76 Acres</b>
	<b>INDUSTRIAL</b>	112 Acres	20 Acres	8 Acres	<b>140 Acres</b>

## Community Focused and Clustered Countryside

### Market predictions for the next 20 years

	Residential	Retail	Industrial
<b>Within Existing Municipal Boundaries</b>	3,021 Units	580,500 Sq. Ft.	1,570,000 Sq. Ft.
	252 Acres	34 Acres	72 Acres
<b>Adjacent to Municipal Boundaries</b>	1,007 Units	193,500 Sq. Ft.	1,306,000 Sq. Ft.
	126 Acres	11 Acres	60 Acres
<b>Around Rural Four-Ways</b>	671 Units	129,000 Sq. Ft.	-
	168 Acres	8 Acres	-
<b>Conservation Clusters</b>	1,007 Units	193,500 Sq. Ft.	-
	336 Acres	11 Acres	-
<b>Rural Residential</b>	1,007 Units	193,500 sq. ft.	175,000
	8,056 Acres	11 Acres	8 Acres
<b>Total</b>	8,937 Acres	75 Acres	140 Acres

### Fiscal impacts for the next 20 years

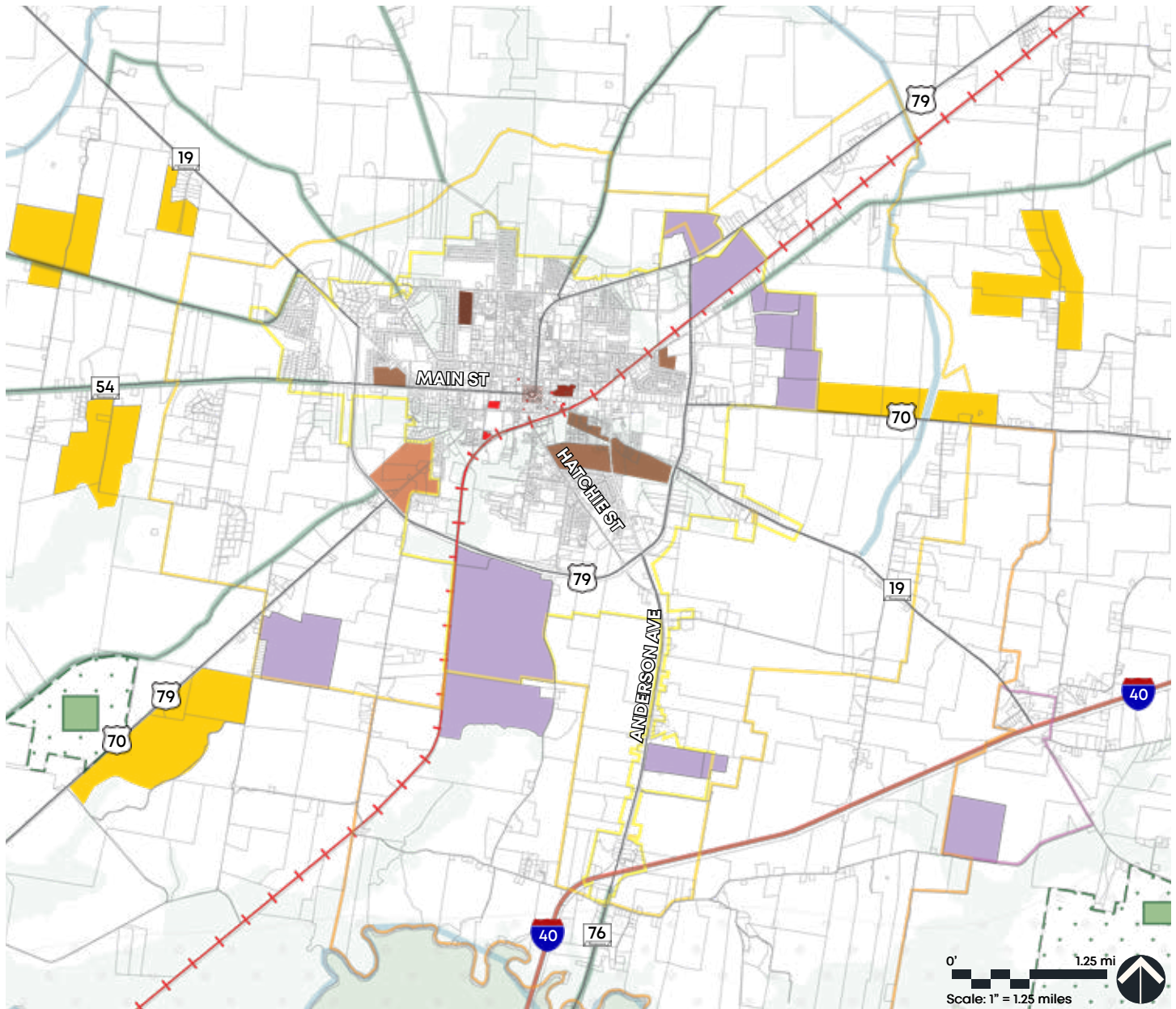
Population		Jobs	
<b>Municipal Areas</b>	6,471	<b>Municipal Areas</b>	1,451
<b>Unincorporated Areas</b>	7,911	<b>Unincorporated Areas</b>	6,483
<b>Public School Students</b>	2,069	<b>Total</b>	7,935
<b>Grand Total</b>			
<b>Revenues</b>	\$575,286,000	<b>Net Fiscal Impact</b>	-\$80,795,000
<b>Expenditures</b>	\$656,081,000	<b>Avg. Annual Net Impact</b>	-\$4,040,000

### Scenario Summary

The Community Focused & Clustered Countryside scenario embodies many of the growth principles established by the community. The scenario focuses development at an increased intensity within existing communities and concentrates countryside development within clusters aiding in the preservation and viability of the areas working farmland. This scenario better supports investment in underutilized buildings, corridors and new development at a variety of scales. The financial impact of this development pattern would continue to require more expenditures than revenue generated, but at a further reduction over the prior scenarios. Community Focused & Clustered Countryside could be considered as a preferred development scenario, with thoughtful planning.

# Community Focused and Clustered Countryside

## Brownsville

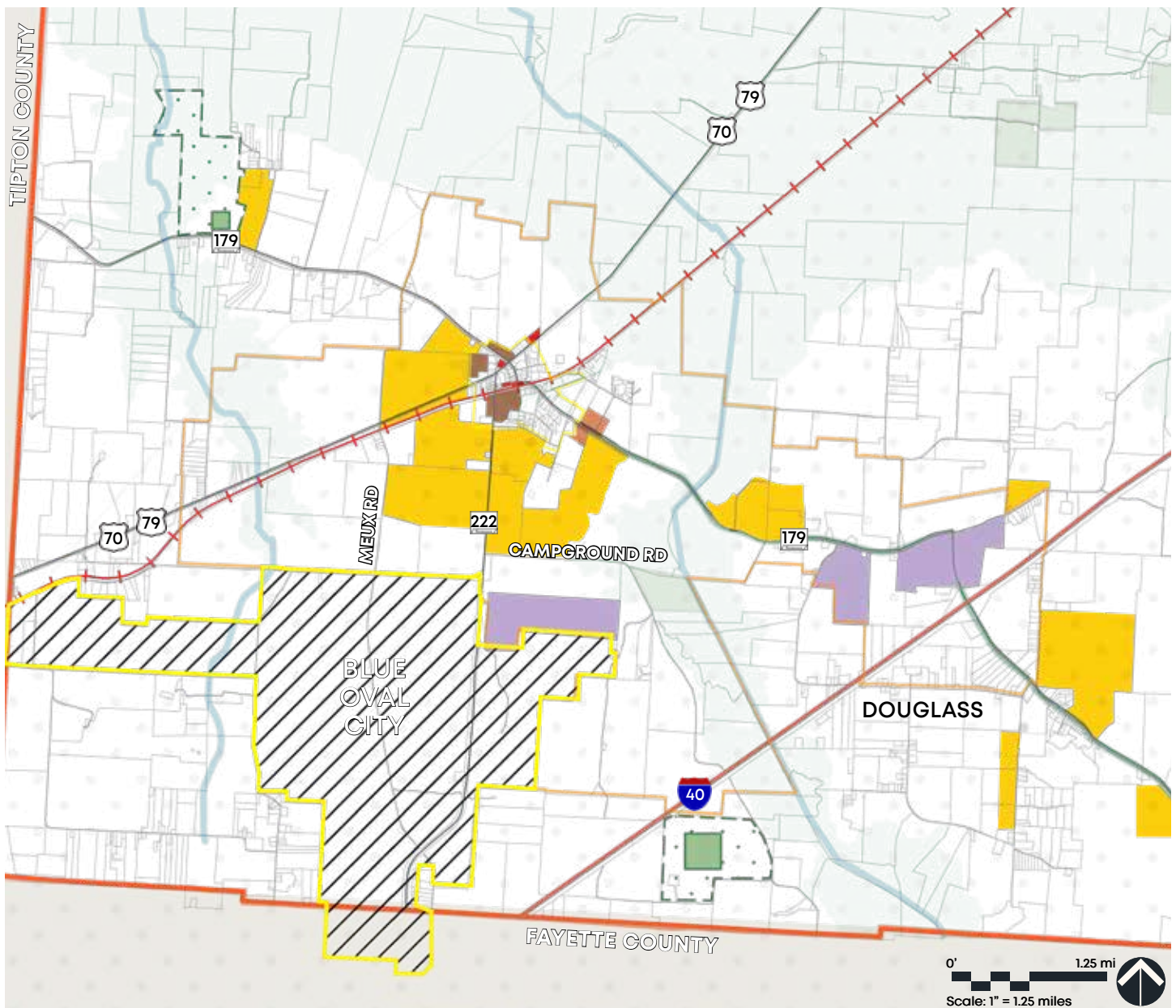


Market Predictions (20 Years)	Residential	Retail	Industry (Within+Adjacent)
Units / Sq. Ft.	2,779 Units	493,425 Sq. Ft.	2,439,360 Sq. Ft.
Acres	232 Acres	34 Acres	112 Acres
Fiscal Impact (20 Years)			
Revenue	\$72,638,000	Net Fiscal Impact	\$9,624,000
Expenditures	\$63,014,000	Avg. Annual Net Impact	\$481,200

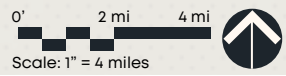
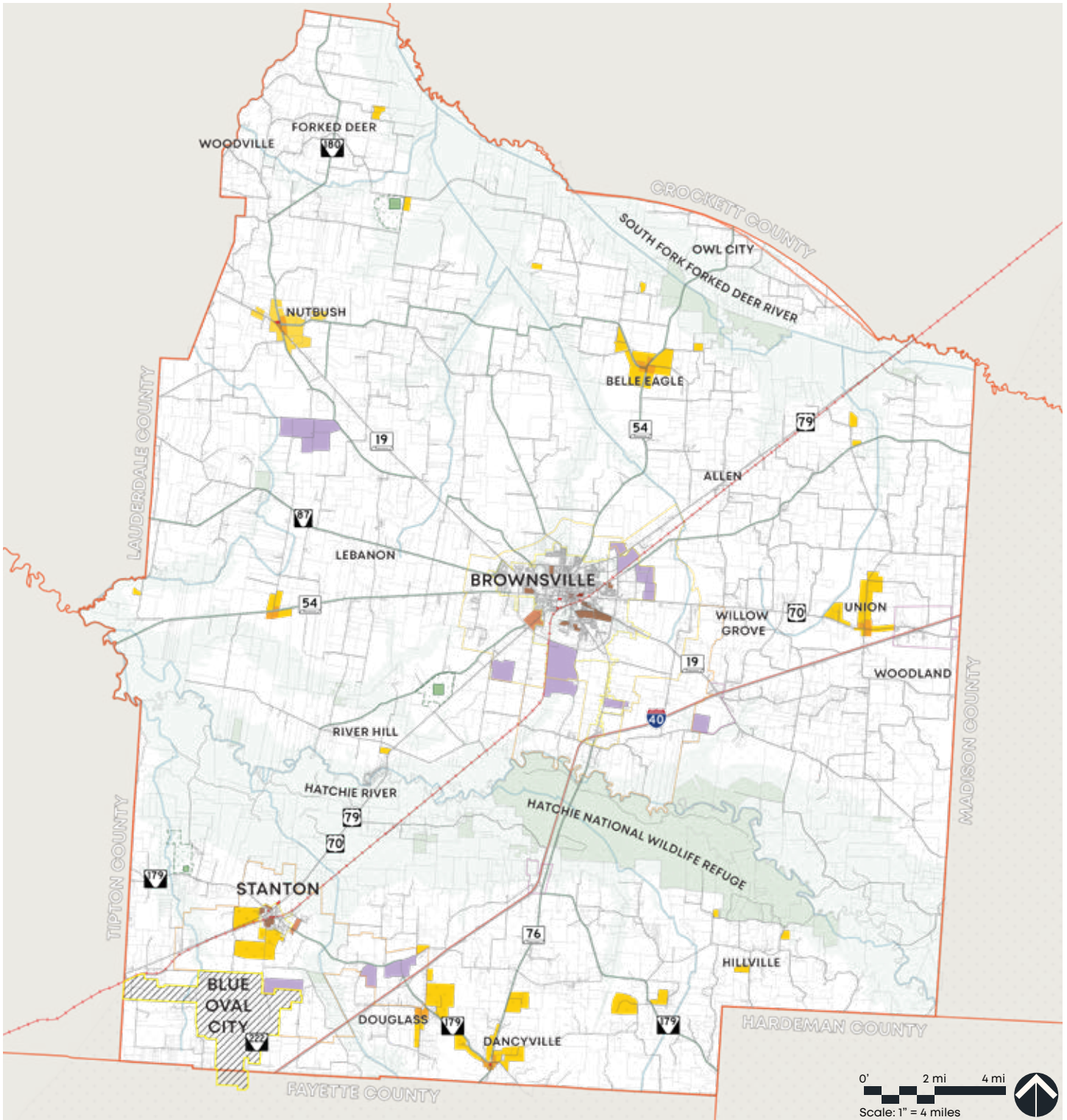


# Community Focused and Clustered Countryside

Stanton



Market Predictions (20 Years)	Residential	Retail	Industry (Within+Adjacent)
Units / Sq. Ft.	242 Units	87,075 Sq. Ft.	435,600 Sq. Ft.
Acres	20 Acres	6 Acres	20 Acres
Fiscal Impact (20 Years)			
Revenue	\$4,791,000	Net Fiscal Impact	\$2,859,000
Expenditures	\$1,932,000	Avg. Annual Net Impact	\$142,950



	<b>RESIDENTIAL</b>	<b>Brownsville</b>	<b>Stanton</b>	<b>Elsewhere</b>	<b>TOTAL</b>
	Within Existing Municipal Boundaries	309 Acres	27 Acres	-	<b>336 Acres</b>
	Adjacent to Municipal Boundaries	119 Acres	7 Acres	-	<b>126 Acres</b>
	4-Ways	-	-	252 Acres	<b>252 Acres</b>
	Conservation Cluster	-	-	112 Acres	<b>112 Acres</b>
	Rural Residential (FAR & R-1)	-	-	4,028 Acres	<b>4,028 Acres</b>
	<b>COMMERCIAL</b>	45 Acres	8 Acres	23 Acres	<b>76 Acres</b>
	<b>INDUSTRIAL</b>	112 Acres	20 Acres	8 Acres	<b>140 Acres</b>

# Community Concentration and Countryside Conservation

## Market predictions for the next 20 years

	Residential	Retail	Industrial
<b>Within Existing Municipal Boundaries</b>	4,028 Units	774,000 Sq. Ft.	1,570,000 Sq. Ft.
	336 Acres	46 Acres	72 Acres
<b>Adjacent to Municipal Boundaries</b>	1,007 Units	193,500 Sq. Ft.	1,306,000 Sq. Ft.
	126 Acres	11 Acres	60 Acres
<b>Around Rural Four-Ways</b>	1,007 Units	193,500 Sq. Ft.	-
	252 Acres	11 Acres	-
<b>Conservation Clusters</b>	336 Units	64,500 sq. ft.	-
	112 Acres	4 Acres	-
<b>Rural Residential</b>	336 Units	64,500 sq. ft.	175,000
	4,028 Acres	4 Acres	8 Acres
<b>Total</b>	4,853 Acres	72 Acres	140 Acres

## Fiscal impacts for the next 20 years

Population		Jobs	
<b>Municipal Areas</b>	8,629	<b>Municipal Areas</b>	1,935
<b>Unincorporated Areas</b>	5,754	<b>Unincorporated Areas</b>	6,000
<b>Public School Students</b>	2,069	<b>Total</b>	7,935
<b>Grand Total</b>			
<b>Revenues</b>	\$608,002,000	<b>Net Fiscal Impact</b>	-\$18,107,000
<b>Expenditures</b>	\$626,109,000	<b>Avg. Annual Net Impact</b>	-\$905,000

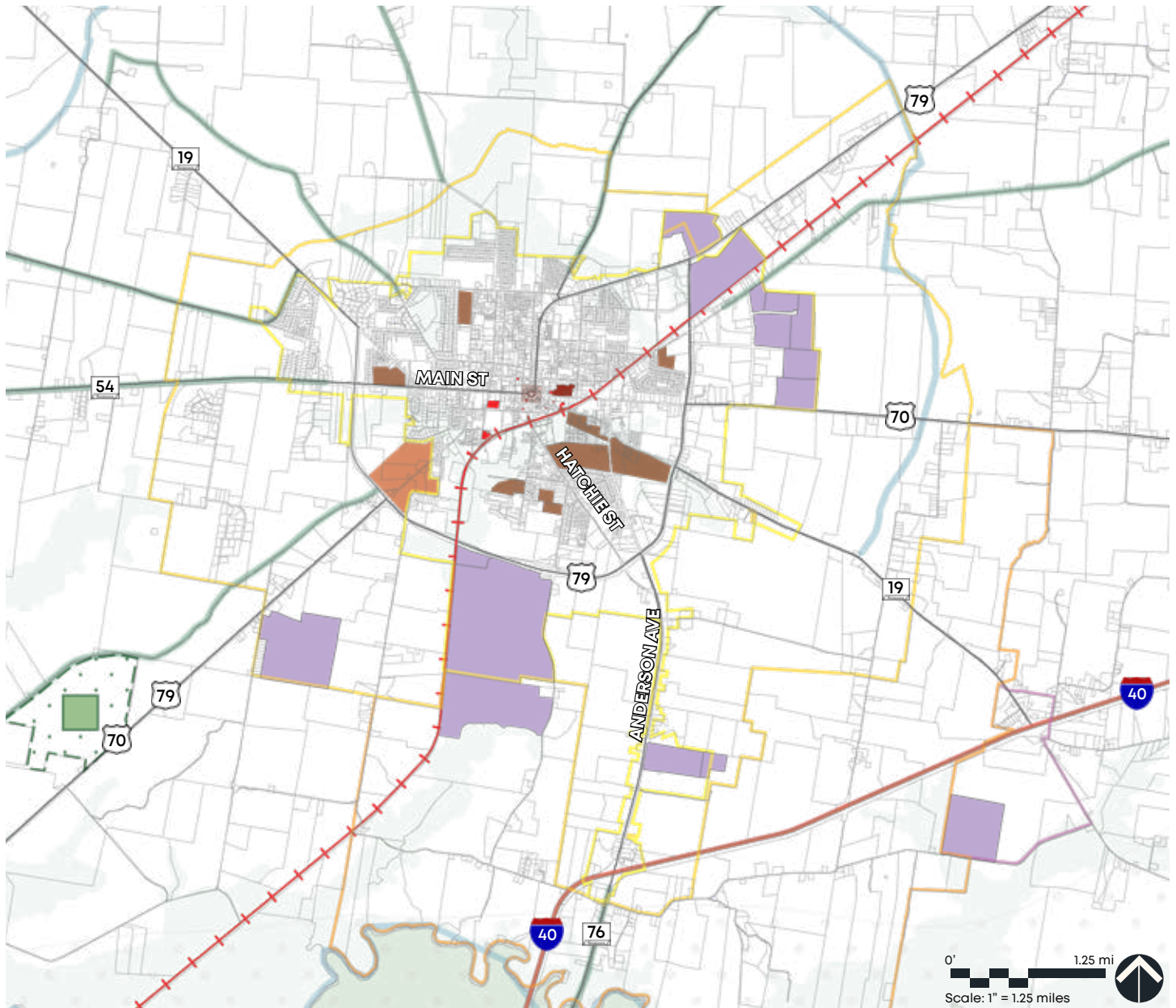
## Scenario Summary

The Community Concentration & Countryside Conservation scenario best represents the Vision and Growth Principles to strengthen existing communities while preserving the rural character and viability of the areas working farmland throughout Haywood County. The scenario concentrates new development within municipalities and around rural four-way communities supporting investment in underutilized buildings, corridors and new development at a variety of scales that are most accessible to area assets and infrastructure. The scenario minimizes the footprint of new development within the countryside, preserving productive farmland. The financial impact of this development pattern is the most fiscally responsible of all scenarios. Thus, the Community Concentration & Countryside Conservation is considered the preferred development scenario.



# Community Concentration and Countryside Conservation

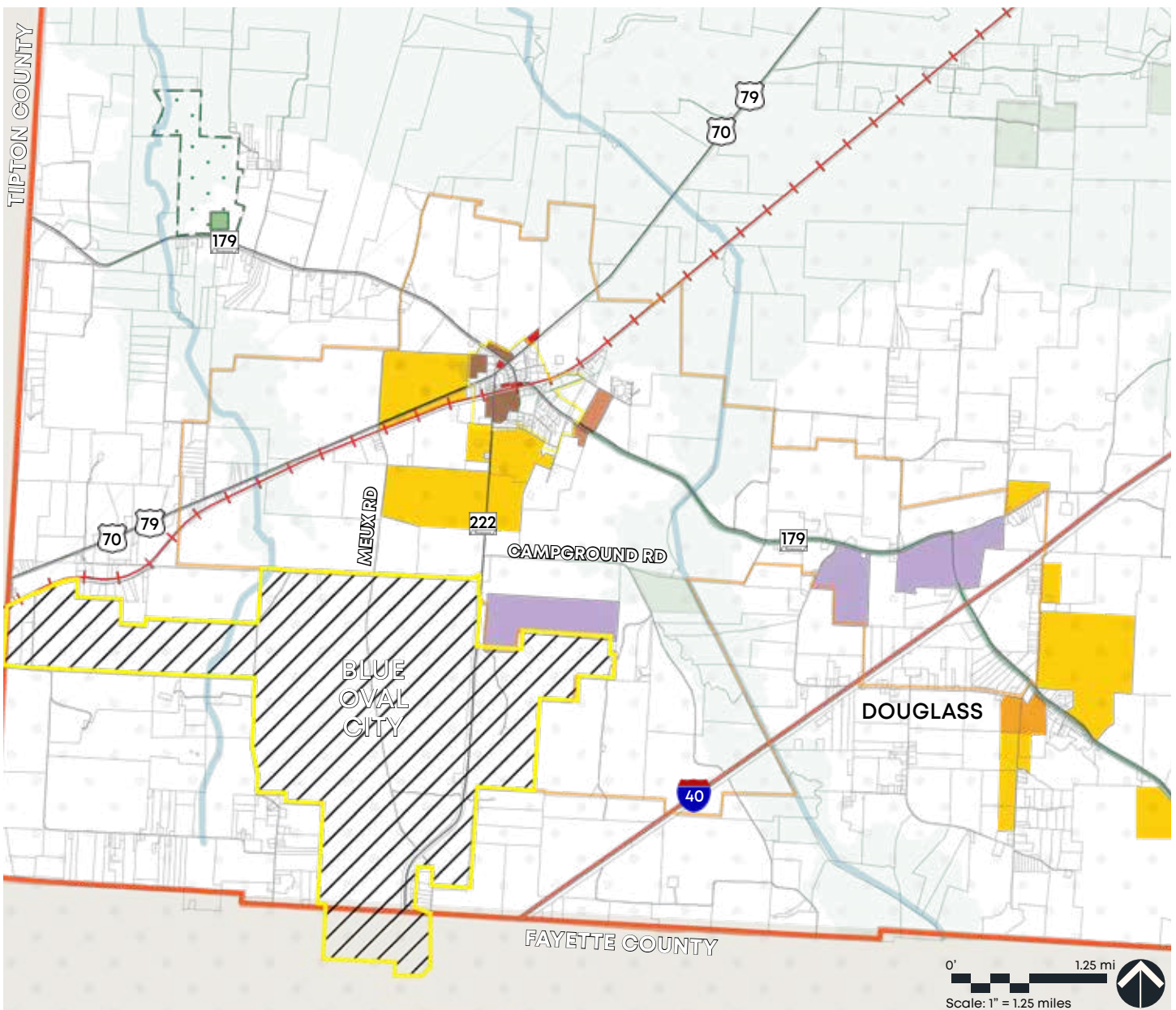
## Brownsville



Market Predictions (20 Years)	Residential	Retail	Industry <i>(Within+Adjacent)</i>
<b>Units / Sq. Ft.</b>	3,706 Units	657,900 Sq. Ft.	2,439,360 Sq. Ft.
<b>Acres</b>	309 Acres	45 Acres	112 Acres
Fiscal Impact (20 Years)			
<b>Revenue</b>	\$96,995,000	<b>Net Fiscal Impact</b>	\$13,106,000
<b>Expenditures</b>	\$83,889,000	<b>Avg. Annual Net Impact</b>	\$655,300

# Community Concentration and Countryside Conservation

## Stanton



Market Predictions (20 Years)	Residential	Retail	Industry (Within+Adjacent)
Units / Sq. Ft.	322 Units	116,100 Sq. Ft.	435,600 Sq. Ft.
Acres	27 Acres	8 Acres	20 Acres
Fiscal Impact (20 Years)			
Revenue	\$6,388,000	Net Fiscal Impact	\$3,812,000
Expenditures	\$2,579,000	Avg. Annual Net Impact	\$190,600



## Determining the Preferred Development Scenario

The Future Land Use Plan Steering Committee engaged in a work session on January 22nd, 2024, the primary focus of which was to create a working draft of the Future Land Use Plan for Haywood County, The City of Brownsville, and the Town of Stanton. In order to achieve this goal, the Steering Committee drew upon information and materials developed throughout the process consisting of:

- The Community's Vision and Growth Principles as established through the public engagement process (May 23 – Present)
- The Market Analysis (Presented by The Chesapeake Group on August 29, 2024)
- The Fiscal Impact Analysis (Presented by TischlerBise on January 8, 2024)

The work session began with a brief recap of the Fiscal Impact Analysis and the Market Analysis, which determined the number of housing units that would be mapped. Throughout the session the Steering Committee referred to the findings as well as the Vision and Growth Principles. Using LEGO bricks as a participatory planning tool, the first two rounds mapped out preferred locations for housing and industrial investment across the county. The following rounds focused on Brownsville and Stanton. The first two rounds continued until the Steering Committee were satisfied with the allocation of growth across the county map at which point LRK counted the pieces within, adjacent to, and outside municipal boundaries. These totals were given a representative cash amount, and the overall game total was discussed with the Steering Committee as a hands-on representation of the Fiscal Analysis findings. The Committee's subsequent rounds were impacted with this first-hand knowledge of the financial impact of development.

After two rounds at the county level, the Steering Committee focused on the City of Brownsville and the Town of Stanton. Different housing types such as townhomes and walk-ups were included at this scale, and the committee also placed commercial development at various scales. The committee's placement of LEGO bricks indicated specific areas for industrial development around Brownsville, and a mix of housing types throughout the city. Several

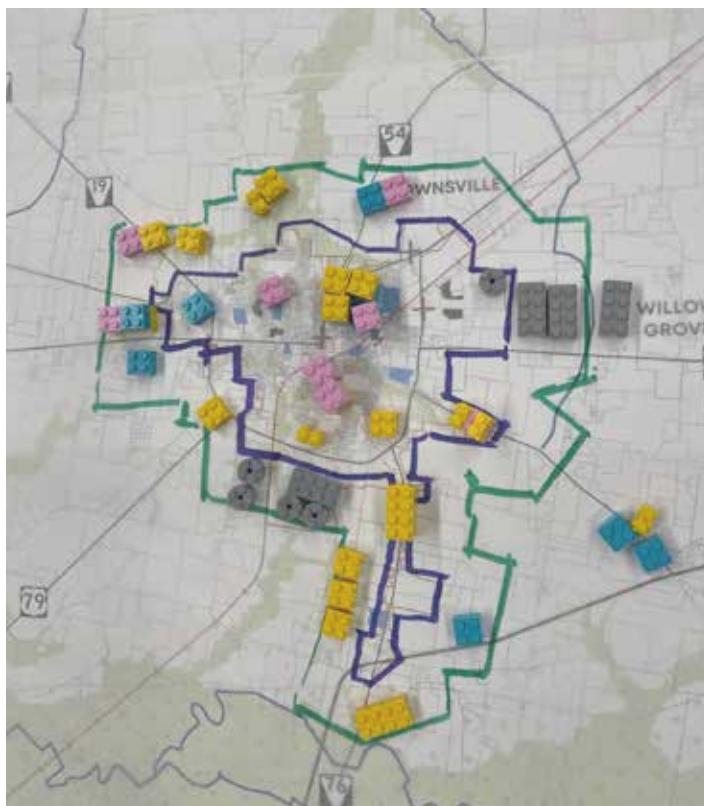
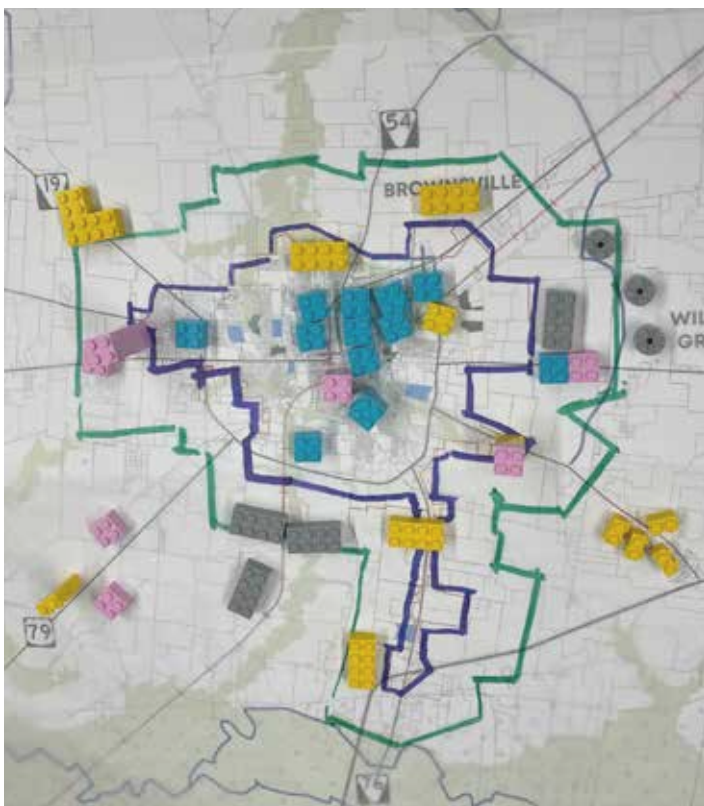
areas where new investment should be focused as mixed-use neighborhood centers were identified during the course of the exercise.

Each round that the Steering Committee completed was followed with a discussion about the resulting patterns of development including reasoning, impact, and how it related to the community's Vision and Growth Principles. After the Steering Committee completed their final round, LRK translated the results onto a draft map of the Future Land Use Plan using the colors represented by the Land Use Place Types. The day's events concluded with an evening pin-up review session with the Steering Committee members to confirm land use preferences, gather additional feedback to inform further refinement and the public open house. Broadly speaking, the confirmed preferred approach indicates investment over the next 10 years should be focused in and around existing communities and areas where municipal services are currently available or can be easily extended. This approach closely aligns with the community's Vision and Growth Principles.

For a summary of the Public unveiling, please see pages 20-21.







Round 1 of County-wide mapping - Close up on Brownsville

Round 2 of County-wide mapping - Close up on Brownsville











CHAPTER

**4**

*Land Use Plan  
& Growth Strategy*



# Future Land Use Plan

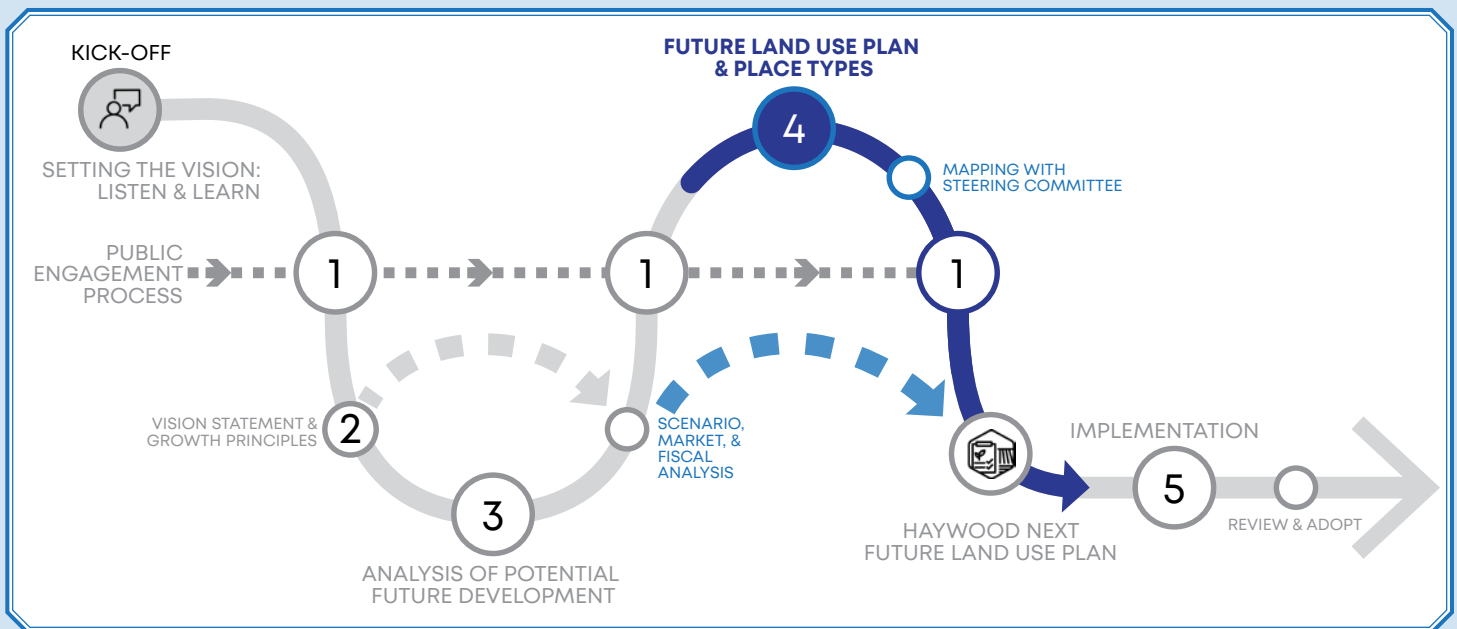
The Future Land Use Plan is built upon the feedback and input received in the public engagement process, the Vision Statement and Growth Principles, Market Analysis, and Fiscal Impact Analysis.

The Steering Committee mapping session held on January 22, 2024 provided the members the opportunity to consider how different patterns of development and land use have a direct impact upon placemaking and county resources. The draft Future Land Use Plan that was developed from that mapping session was tested and shared with the public at an Open House on February 26, 2024, and refined based on community feedback.

The Future Land Use Plan is organized by Land Use Place Types that classify land use typologies within various contexts and at various scales, setting the character of land by use while considering surrounding development and landscape. These Place Types range from lower intensity uses such as “Forest, Agriculture, and ‘Rural Residential’” (FARR) to higher intensity,

like “Town Center.” In addition and in response to feedback received from the community, the Future Land Use Plan lays the foundation and framework for future investment and community planning efforts such as Community Focused Investments and Green Links.

High-level Transportation Strategies included in this chapter seek to balance the provision for safe and efficient mobility for current and future residents while preserving and enhancing the values and attributes that make Haywood County a desirable place to live. The transportation strategies contained herein are tailored to support and enable Haywood County’s Future Land Use vision and may be utilized to help inform future planning studies.





## VISION

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

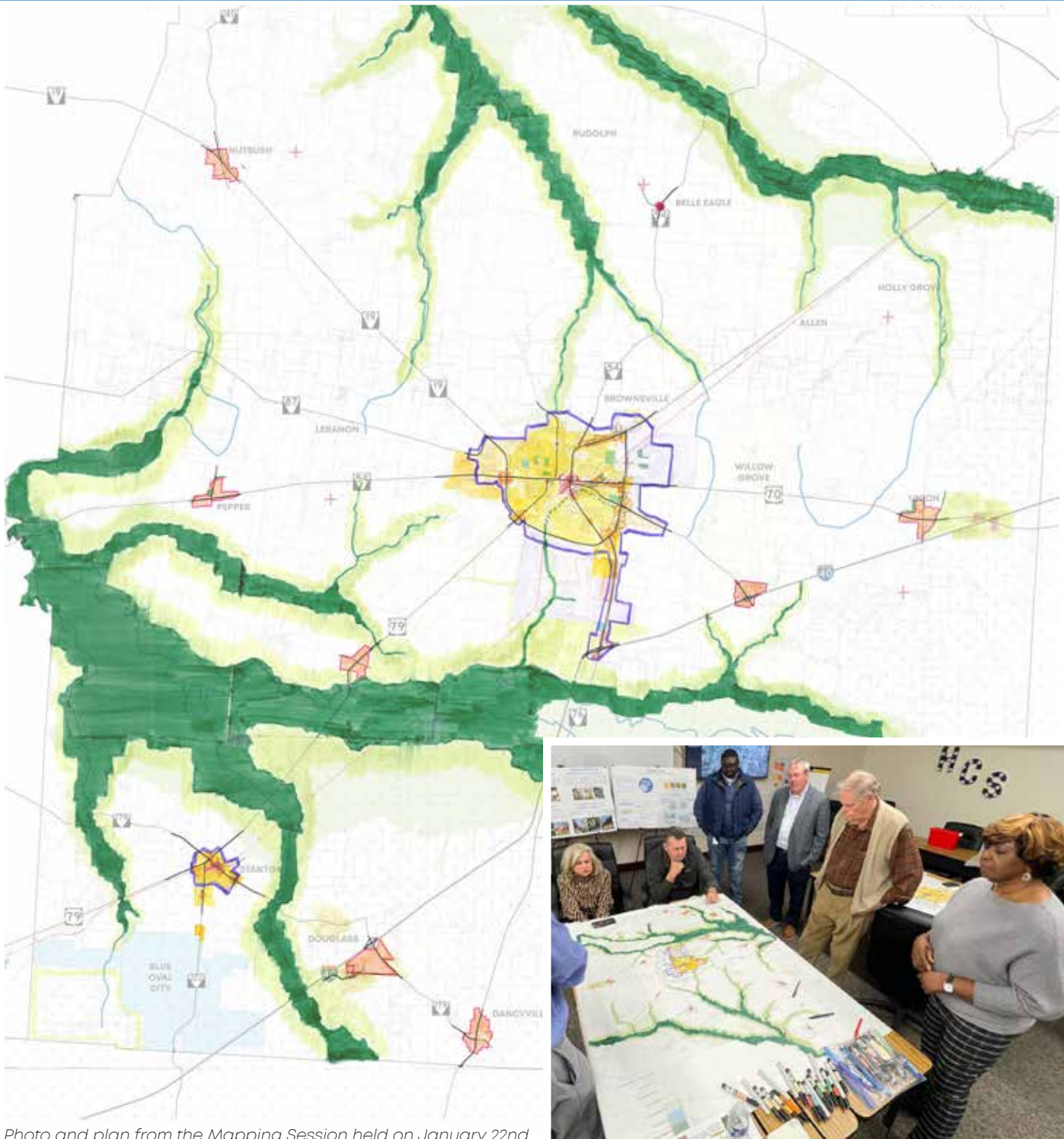


Photo and plan from the Mapping Session held on January 22nd.



## Land Use Place Type Descriptions



### Open Space

Areas consisting of working farmland, parks, recreation, and environmentally sensitive features, such as floodplains and wetlands.



### Forestry, Agricultural, & Rural Residential (FARR)

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



### Rural Four-Way

A rural crossroad or focal point of lower density retail, office, civic, light industrial associated with agriculture, and residential uses, providing services for the surrounding countryside.



### Neighborhood Residential

Neighborhoods characterized by moderate to lower density residential use primarily composed of single-family, townhomes, and multi-family homes.



### Town Residential

Neighborhoods characterized by moderate density residential uses incorporating a variety of housing types, including townhomes, multi-family homes, single-family homes, and small nodes of commercial/retail where integrated into a mixed-use approach to development.



### Neighborhood Center

A node that incorporates smaller scale, lower density and intensity mix of uses including commercial, retail, office, residential, and civic uses, serving nearby or adjoining residential neighborhoods.



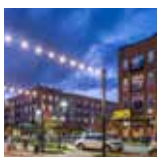
### Town Commercial

Areas of moderate to lower density commercial, retail, office, and civic uses typically associated with larger building footprints. Residential uses may be appropriate where integrated into a mixed-use approach to development.



### Town Corridor

Higher to moderate density/intensity retail, commercial, office, civic, residential use typically located along and adjacent to primary transportation corridors.













### Town Center

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



### Employment Center

Areas of varying density and intensity of uses consisting of office, civic/institution, light industrial, and heavy industrial uses. The potential nature of uses within these areas will require additional consideration informed in part by specific sites, proposed development, and surrounding context.

COLOR	PLACE TYPE	USES	Residential	Commercial / Retail	Office	Agricultural	Heavy Industrial	Light Industrial	Civic / Institution*	Parks / Recreation*
	Open Space		○	○	○	○	○	○	○	○
	Forestry, Agricultural, & Rural Residential (FARR)		○	○	○	○	○	○	○	○
	Rural Four-Way		○	○	○	○	○	○	○	○
	Neighborhood Residential		○	○	○	○	○	○	○	○
	Town Residential		○	○	○	○	○	○	○	○
	Neighborhood Center		○	○	○	○	○	○	○	○
	Town Commercial		○	○	○	○	○	○	○	○
	Town Corridor		○	○	○	○	○	○	○	○
	Town Center		○	○	○	○	○	○	○	○
	Employment Center		○	○	○	○	○	○	○	○

\* Civic / Institution and Parks / Recreation are permitted in all Place Types.

○ Not Permitted

○ Permitted

# Future Land Use Plan

## Summary

The Haywood County Future Land Use Plan embodies a land-use and future development pattern that better supports the viability of working farmland while supporting investment throughout the County as a means to better ensure the quality of life of all residents benefits from anticipated change over the coming decade. The ability for property owners to benefit from accrued generational investment is supported in the Future Land Use Plan. To best align with the overall community's Vision and Growth Principles, development within the FARR area is described by patterns such as "Conservation Clusters" or at densities and intensities that align with and support a working agricultural landscape. The Future Land Use Plan calls for the greatest focus of investment with the County to occur in and near existing rural communities providing both new housing options as well as the potential for associated small-scale retail, services and amenities.

The plan also responds to residents' desire for greater access and improved public services and amenities by describing locations across the County for potential future investment in public facilities and by describing the framework for a potential County-wide "Greenprint" (Parks, Open Space and Trail) system. Taken together, the plan offers the opportunity to introduce new vibrancy and improved quality of life within the County's varied and unique rural communities.

## GROWTH PRINCIPLES

**1 Growth Principle #1  
Grow & Protect**

**2 Growth Principle #2  
Guide & Focus**

**3 Growth Principle #3  
Invest in Existing**

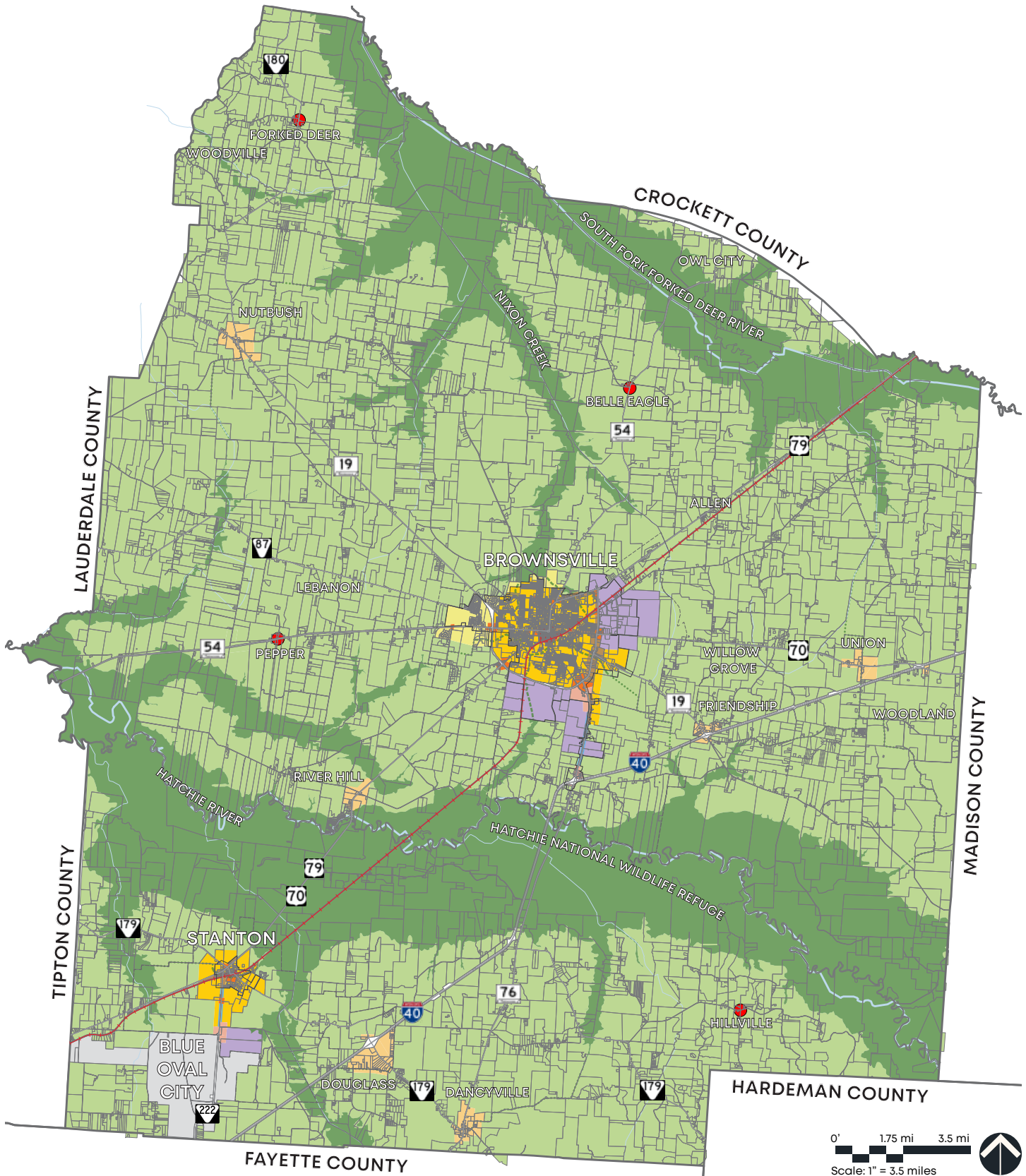
**4 Growth Principle #4  
Accessibility to Facilities**

**5 Growth Principle #5  
High-Quality & Inclusive**

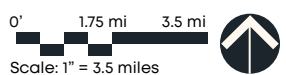
**6 Growth Principle #6  
Maintaining Attainability**

**7 Growth Principle #7  
Improve Connectivity**

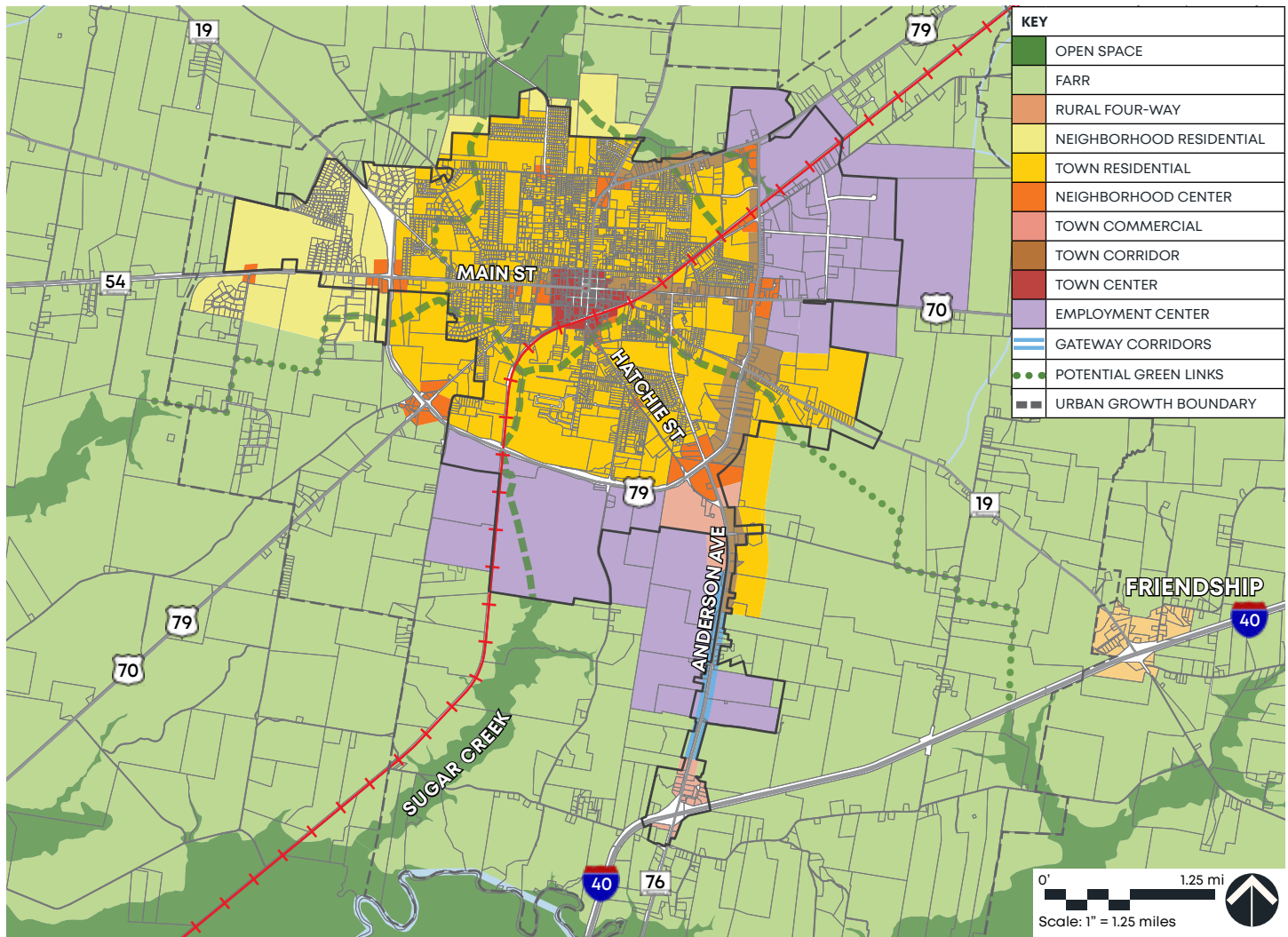




Key			
	Open Space		Community Focused Investment
	FARR		Gateway Corridors
	Rural Four-Way		Potential Green Links
	Neighborhood Residential		Town Corridor
	Town Residential		Town Center
	Employment Center		



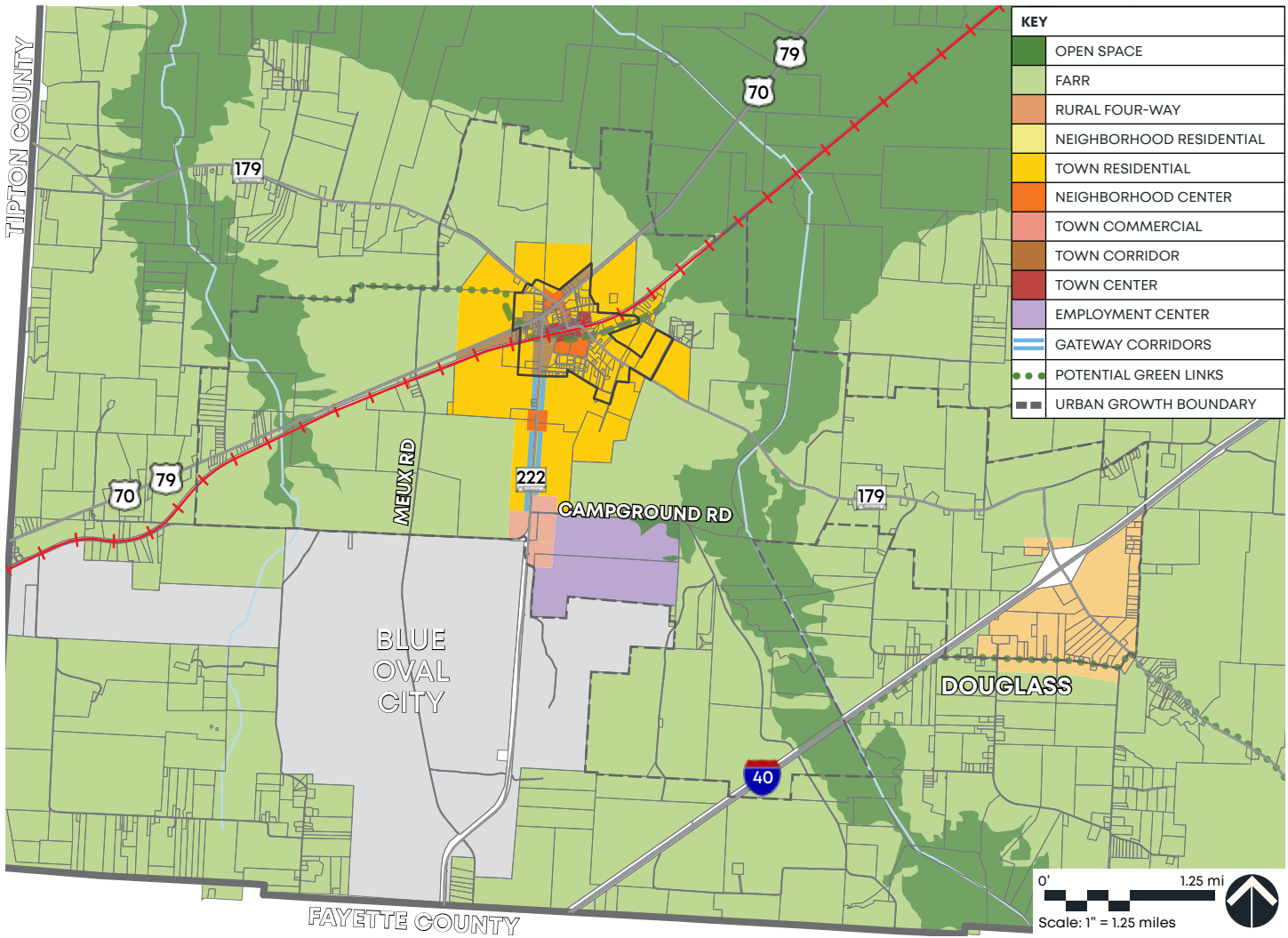
# Future Land Use Plan - Brownsville



## Summary

The City of Brownsville Future Land Use Plan describes a land-use and future development pattern that is very much focused in and adjacent to the existing City. Within these areas, infrastructure, utilities and services are either already provided in whole or in part or may be more easily and affordably expanded. Resident’s clearly described a vision for a vibrant, attainable and inclusive City that may best be achieved by a wide variety of land-use types and scales across the community including small-scale incremental in-fill of vacant residential lots, investment in underutilized buildings and properties, mixed-use investment along aging corridors, opportunities to attract new retail and commercial services at a variety of scales, and an expanded and more robust downtown. Based on feedback received from the public, existing plans, and economic development efforts, industrial uses proposed within the Employment Center to the south of the City would benefit from close scrutiny and potential limitation of heavy industrial uses which would be better suited in the Employment Center depicted on the east side of the City. In consideration of its unique role as well as public feedback, the Future Land Use Plan defines Anderson Avenue as a “Gateway Corridor” which denotes elevated consideration regarding all aspects of design. Together, the plan describes a foundation for investment and change in ways that will better achieve the City’s shared Vision for a vibrant, diverse and attainable community for generations to come.

# Future Land Use Plan - Stanton



## Summary

The Town of Stanton Future Land Use Plan describes a land-use and future development pattern that is very much focused in and adjacent to the existing Town. The Vision for a vibrant, well-scaled and mixed-use “Depot Square” is reflected in the “Town Center” and “Neighborhood Center” areas in the heart of the community. Adjacent to and surrounding this revitalized center, a mix of residential uses, scales and types better supports development of attainable and expanded housing choices. In response to increasing traffic volumes and resident’s desire for additional retail and commercial services at a variety of scales, the Future Land Use Plan describes a mixed-use approach to land-use along Highway 70 and State Route 222. Provision of the “Employment Center” area supports a diverse land-use portfolio benefiting long-term fiscal stability and flexibility. Existing infrastructure capacity requires that proposed industrial uses within the “Employment Center” be subject to close scrutiny and which will likely limit heavy industrial uses over the timeframe of this plan. The general land-use approach also better responds to near-term limitations regarding infrastructure capacity that may be resolved by the 10-year horizon of the Future Land Use Plan. State Route 222 is defined as a “Gateway Corridor” denoting elevated consideration regarding all aspects of design given its role as a primary route through the community. Together, the plan describes a foundation for investment and change that will better achieve the community’s vision of building upon Stanton’s strengths and potential to create an inclusive, attainable, and vibrant community for existing residents and generations to come.

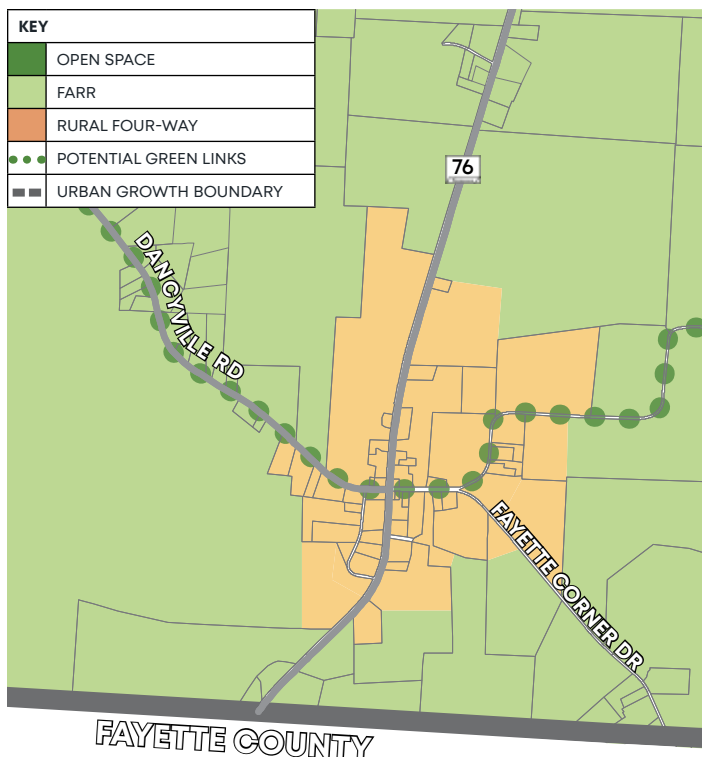


# Future Land Use Plan - Communities

## Summary

The Future Land Use Plan describes a land-use and future development pattern this is focused around several Rural Four-Way communities: Dancyville, Douglass, Friendship, Nutbush, River Hill, and Union. Residents defined a vision that includes investment within these areas to support existing businesses, and/or re-introduce access to retail and community services and amenities for area residents. To better support this vision, the Plan also describes introducing new and a greater variety of housing types and choices at appropriate scales and patterns. This introduction of new, attainable housing will build upon the foundation provided by the existing community while affording existing residents the opportunity to benefit from the added vibrancy and new or improved access to services.

While the land-use and development patterns describe greater intensity when compared to adjacent FARR and Open Space areas and enable property owners to benefit from the accrued generational investment should they chose to do so, near-term infrastructure capacity constraints will likely limit densities and intensity through the 10-year horizon of the Future Land Use Plan. New service infrastructure, public facilities, and amenities should be focused within Four-Way communities to improve the quality of life in the surrounding area, increase access to amenities for the greatest number of residents, and improve the viability of a variety of retail and commercial services. This focused approach is also supportive of existing community plans pertaining to emergency services, community centers and better ensures more residents benefit from investments made across the County.

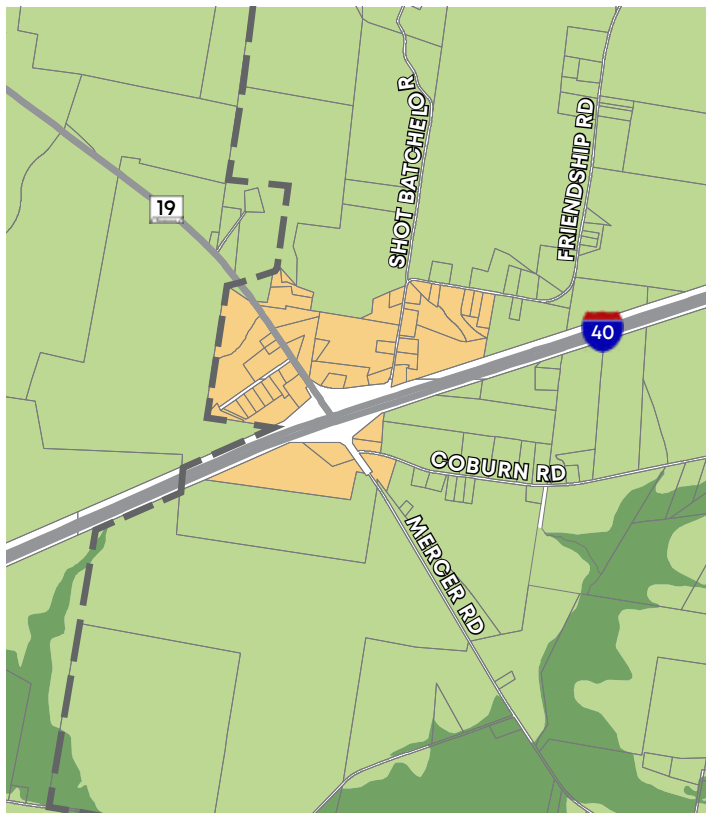


Dancyville

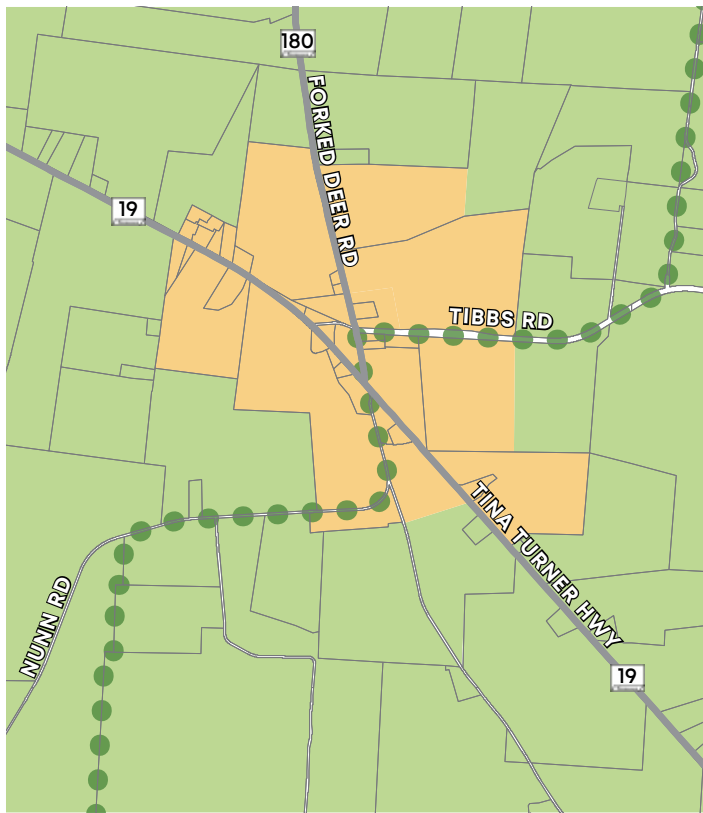


Douglass

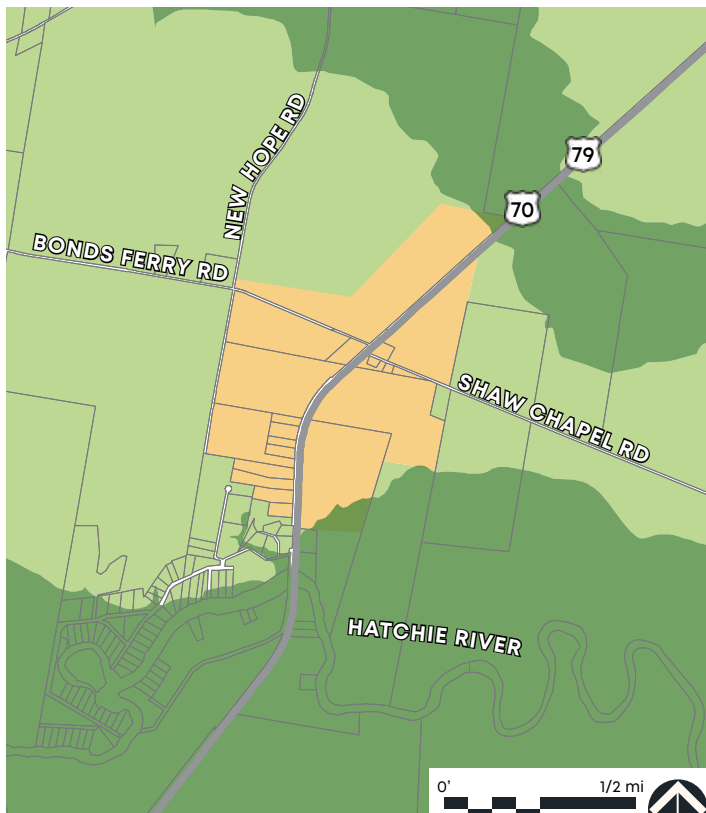
# Future Land Use Plan - Communities



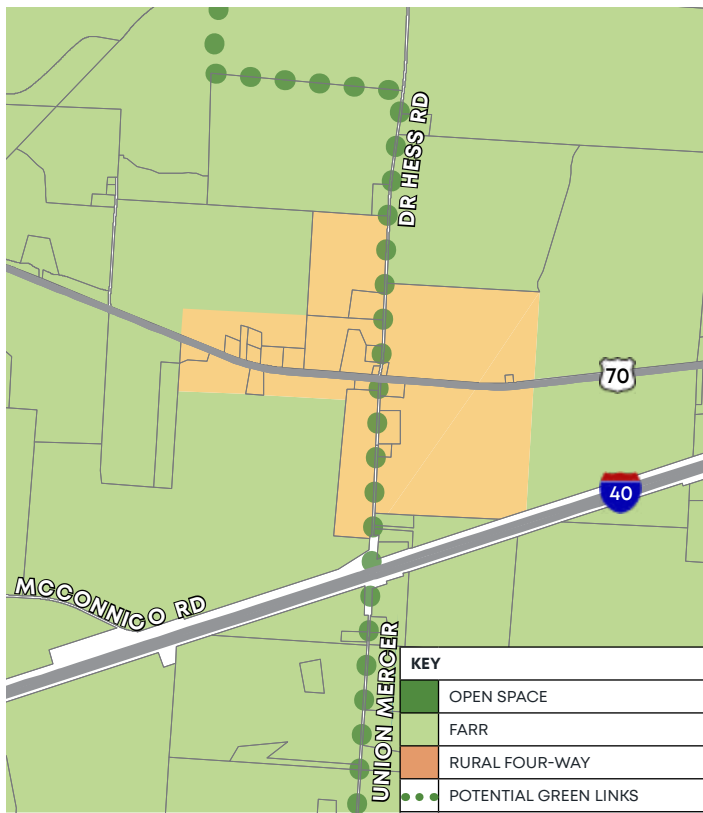
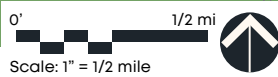
Friendship



Nutbush



River Hill



Union

KEY	
	OPEN SPACE
	FARR
	RURAL FOUR-WAY
	POTENTIAL GREEN LINKS
	URBAN GROWTH BOUNDARY

# Open Space

## Land Use Intent

Open Space are areas appropriate for agricultural production, active or passive recreation and environmental preservation. Areas of Open Space have a wide range of sizes including linear or constrained configurations such as utility easements, waterways, wetlands, and floodplains, such as the Hatchie, and South Fork of the Forked Deer and their tributaries. Various forms of open space occur across the county ranging from urban parks to rustic trails, waterways for fishing, and seasonal hunting. Development of new housing and other higher intensity uses is discouraged in line with public feedback which described limiting investment in areas subject to enhanced flood risk. Open space supports continued farming and the areas agricultural economy, promotes a rural sense of place, active lifestyles, improves quality of life, and offers opportunities to connect with nature.

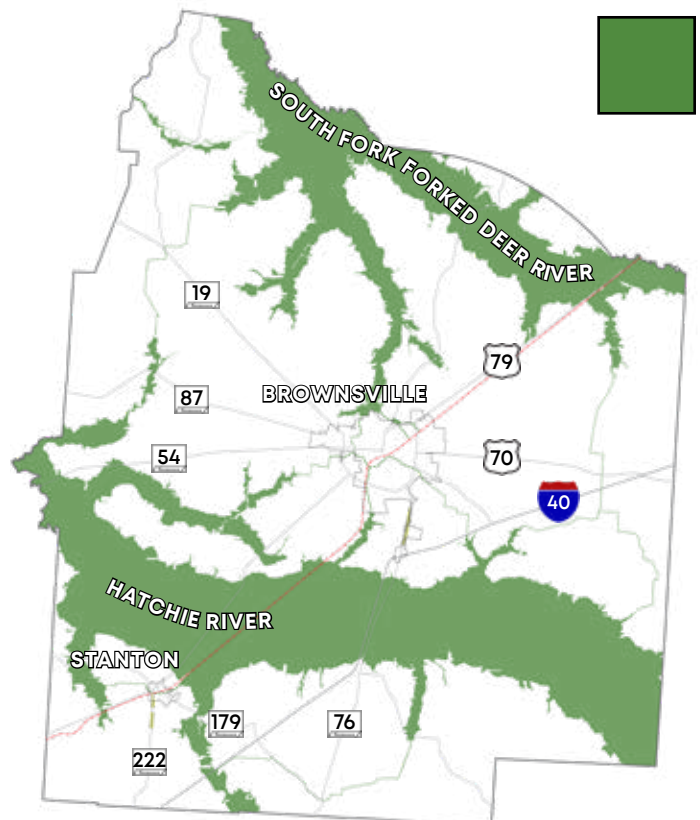
The Hatchie River is a Class I scenic river and as such, no new roads or buildings shall be constructed, and there shall be no mining. The cutting of timber shall be allowed pursuant to reasonable regulations issued by the commissioner of environment and conservation, which regulations shall be consistent with commonly accepted tree farming practices. (Refer to TCA 11-13-111)

## General Development Character

Open Space areas contain minimal development of diverse special use building forms, including agricultural uses, performance venues, pavilions, farmers markets, visitor centers, lodges, cabins, campgrounds, and boat/canoe houses. Most buildings tend to blend well with the natural landscape and respond to known or potential constraints such as regular or seasonal flooding. The Hatchie River and South Fork of the Forked Deer, along with their tributaries, offer opportunities for trail networks, sports and recreation, tourism development, and facilitation of wildlife movement.

## General Development Form

Development Pattern	Low intensity special use buildings
Residential Density	N/A
Non-Residential Intensity	Limited to recreation, other special uses
Building Height	1 - 2.5 stories
Public Space Features	Natural and passive open space, multi-use trails, sports & recreation fields, linear parks
Parking	Small parking areas near amenities



Haywood County - Open Space Place Type



## Example Open Space Development



### Character Imagery



<https://paddling.com/paddle/locations/charles-river-elm-bank>  
Designated access points along rivers and streams for kayaking, canoeing, and boating.



Expand and connect biking networks to and through wooded and natural areas.



<https://www.knoxroadtripper.com/start/knoxville-boardwalk>  
Accessible boardwalks and trails to connect residents to natural areas.



National Park Service  
Small pavilions provide opportunities for gathering and rest in natural areas.



# Forestry, Agriculture, and Rural Residential (FARR)

## Land Use Intent

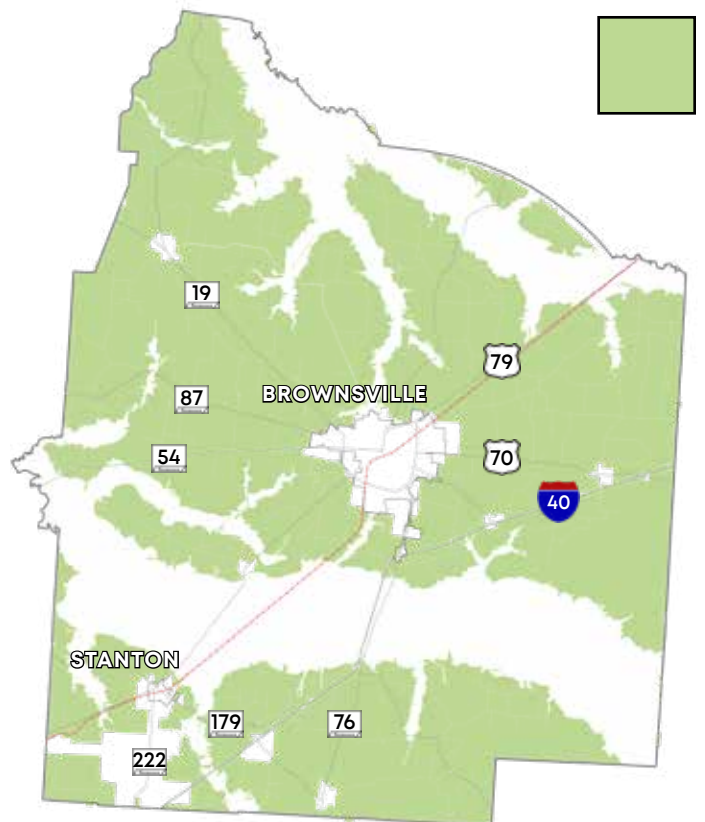
Forestry, Agricultural, and Rural Residential (FARR) are important components of the agrarian West Tennessee countryside cherished by Haywood County residents. This land use is spread out across the countryside, contributing to agricultural sustainability, environmental preservation, and the preservation of the rural lifestyle and landscape. Maintaining and enhancing the viability of the area’s high quality and productive farmland should be considered as part of land use discussion and decisions. FARR allows for the construction of homes and farmlets on larger lots as well as clustered single-family homes at a more moderate density, preserving significant areas for farming, forestry, and natural preserve. This approach seeks to balance residential growth, the ability of property owners to benefit from accrued generational wealth, and the preservation of the rural countryside.

## General Development Character

The character can be described as a balanced mix of farming, natural landscape, and dispersed larger lots. The diversity of housing options in the countryside, such as clustered development, agrarian focused communities, and farmlets accommodate a range of lifestyles that better enables attainability and enhances the character of these areas. Activity centers that incorporate shared often temporary uses such as produce markets, and handcrafted products and artwork are encouraged. Wildlife corridors and the integration of trail networks connecting FARR, Open Space and other place types should be incorporated. As roadway improvements are considered, existing site specific landscape and terrain conditions should be studied to retain the unique quality, character, and appeal of rural roadways, preserve and enhance the productive rural countryside, improve connectivity, and enhance safety for area residents.

## General Development Form

<b>Development Pattern</b>
Lower intensity buildings, conservation clusters
<b>Residential Density</b>
1.0 dwelling unit per 2.0 - 12.0 acres (typical)
<b>Non-Residential Intensity</b>
Limited to agriculture, recreation
<b>Building Height</b>
1 - 2.5 stories
<b>Public Space Features</b>
Natural areas, forest, greenways, trail corridors
<b>Parking</b>
Off-street parking to the side or rear of buildings



Haywood County - FARR Place Type

**Example FARR Development**



**Character Imagery**



*Maintain and enhance the viability of the areas high quality and productive farmland.*



*Preserve and enhance scenic roads by considering site and terrain conditions prior to improvements.*



*Consider site specific terrain to maintain and enhance working agriculture and preservation of important natural features.*



*Larger lot conditions can preserve the rural countryside and support small-scale farmlets within the FARR.*



# Rural Four-Way

## Land Use Intent

Four-Ways provide small nodes of commerce, services, social connection, and local identity. They are typically located at important crossroads and anchored by a combination of small-scale commercial, retail, office, agribusiness, schools, churches, and civic uses. In the past, Four-Ways supported the surrounding population within the agrarian and natural landscape, providing a place for area residents to live, gather, learn, worship, and purchase or sell goods. A Four-Way is a social center for the surrounding community and may incorporate farmers markets, recreation, as well as special events and community programming. The provision of local amenities and services enable Four-Ways to serve as an ideal location for additional, if limited, locations for a variety of housing types.

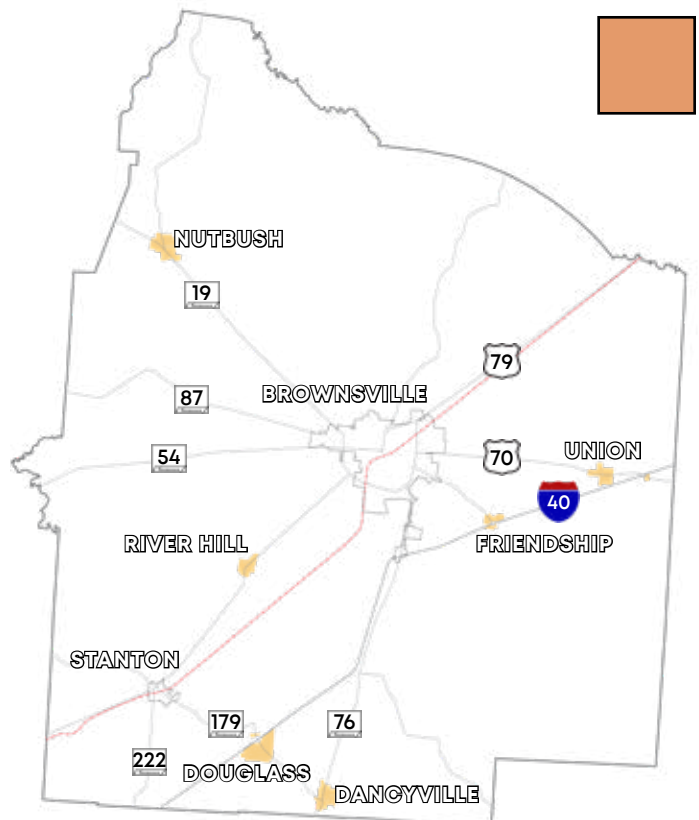
## General Development Character

Buildings may take the form of homes, paired townhomes, general stores, restaurants, and agribusinesses, such as cotton gins, supplies, or terminals, and seasonal storage while providing a commercial and small employment anchor for the community. Intimately scaled buildings allow parking areas to remain small, matching the rural context. As a Four-Way grows, it is imperative that historic rural character is maintained and enhanced where appropriate, that intensity of use is supported by appropriate infrastructure and the unique identity of the community is protected and celebrated. Roadways should respect the rural character by preserving existing landscape and setbacks, while improving connectivity and pedestrian safety. Roads that pass through rural Four-Ways should be opportunities for traffic calming measures, including but not limited to, pedestrian crossings, on-street parking, or varied road surface materiality.

## General Development Form

<b>Development Pattern</b>
Low to moderate intensity buildings
<b>Residential Density</b>
1.0 dwelling unit / acre (average); Higher density in association with special overlays*
<b>Non-Residential Intensity</b>
Approximately 0.35 - 0.5 FAR (typical)
<b>Building Height</b>
1 - 3 stories
<b>Public Space Features</b>
Informal & neighborhood parks, greenways,
<b>Parking</b>
On-street parking, front parking where existing, off-street parking to the side or rear of buildings

\* Refer to Glossary located in the Appendix



Haywood County - Rural Four-Way Place Type

## Example Rural Four-Way Development



### Character Imagery



*Community spaces can accommodate a variety of uses and provide support for local farms.*



*Restaurant and retail spaces should incorporate ground floor and exterior spaces to activate the street.*



*Churches and other civic/institutional uses should address the primary street and provide parking to the side or rear.*



*Homes should address streets and sidewalks (where applicable) and incorporate less formal landscape features.*



# Neighborhood Residential

## Land Use Intent

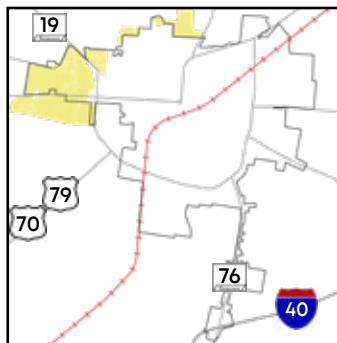
An essential component of communities, Neighborhood Residential offers a range of home types and scales for people to live near amenities, services, and other residents. Typically, Neighborhood Residential areas are located within or on the outskirts of municipal boundaries. Small-scale contextual commercial, retail, and office shall be permitted in Neighborhood Residential only where such uses are well incorporated into the neighborhood as part of a holistic approach to placemaking. Neighborhoods are designed to provide a range of housing types and scales, neighborhood parks, and amenities that serve the needs of residents and enhance their quality of life. Neighborhood Residential areas provide a community-oriented living environment.

## General Development Character

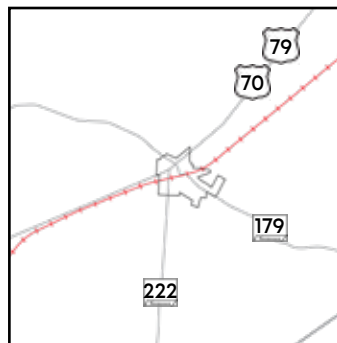
Building forms are characterized by single-family detached homes and where appropriate, duplexes, townhomes and small-scale multi-family homes, compatible with the scale and character of the neighborhood. Parks and public space that encourage outdoor recreation, social connections, and a sense of belonging are focal points. The design of Neighborhood Residential should include an interconnected street network with consideration for walkability, bicyclists and neighborhood streets designed so as to reduce travel speeds supportive of safety and mobility for all residents.

## General Development Form

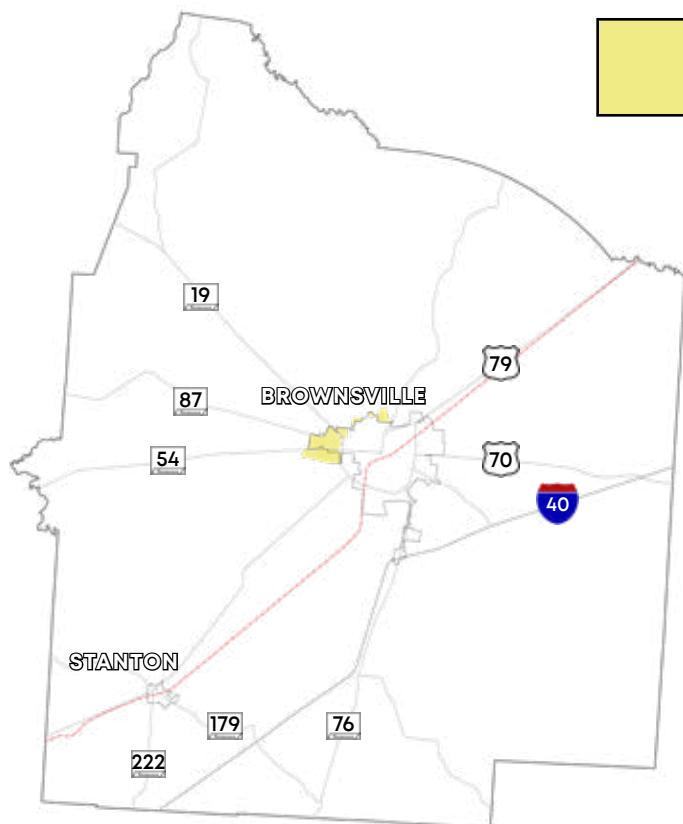
Development Pattern
Detached & attached residential
Residential Density
4.0 - 8.0 dwellings units / acre (typical)
Non-Residential Intensity
Restricted to small-scale, neighborhood oriented commercial upon special consideration
Building Height
1 - 2.5 stories
Public Space Features
Amenity centers, parks, recreational fields, greenways
Parking
On-street (informal), private enclosures, driveways, small parking areas



Brownsville



Stanton



Haywood County - Neighborhood Residential Place Type



**Example Neighborhood Residential Development**



**Character Imagery**



*Neighborhoods should have interconnected sidewalks and streets.*



*A variety of home types are encouraged including townhomes, single-family homes.*



*Small-scale neighborhood parks that promote walkability and social connections.*



*A diverse range of homes sizes are encouraged to better support livability and attainability across all age groups.*

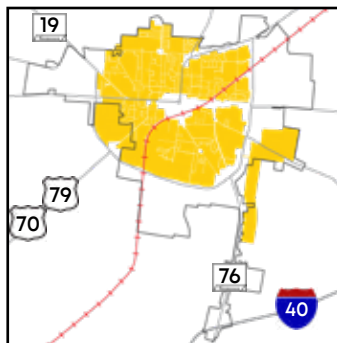
# Town Residential

## Land Use Intent

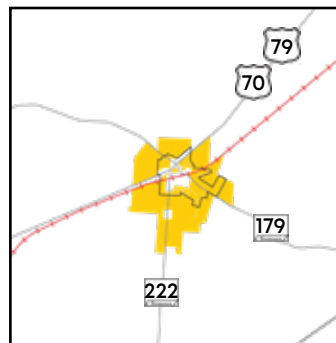
Town Residential enables neighborhoods with a diverse range of housing options, fostering a balanced and inclusive environment for a broad range of households, families, ages, and incomes. Typically, they are located within municipal limits, and contribute to community vitality and livability. A sense of place where people can live, work, shop, and socialize is created by providing a variety of home types and options near other uses. Contextual commercial, retail, and office shall be permitted in Town Residential only where such uses are well incorporated into the neighborhood as part of a holistic approach to placemaking. The moderate density of development also promotes more efficient land use and infrastructure utilization.

## General Development Character

Building forms are characterized primarily by a mix of housing types, ranging from single-family homes, townhomes, and multi-family homes. Streets incorporate sidewalks and pedestrian-friendly features such as pedestrian scaled lighting and street trees. Green spaces, parks, and community amenities should be located within walking distance of residents. The focus is on creating a balanced and inclusive environment that promotes walkability, encourages social interaction, provides access to multimodal transportation, and is near or supported by a variety of services, amenities, and community anchors.



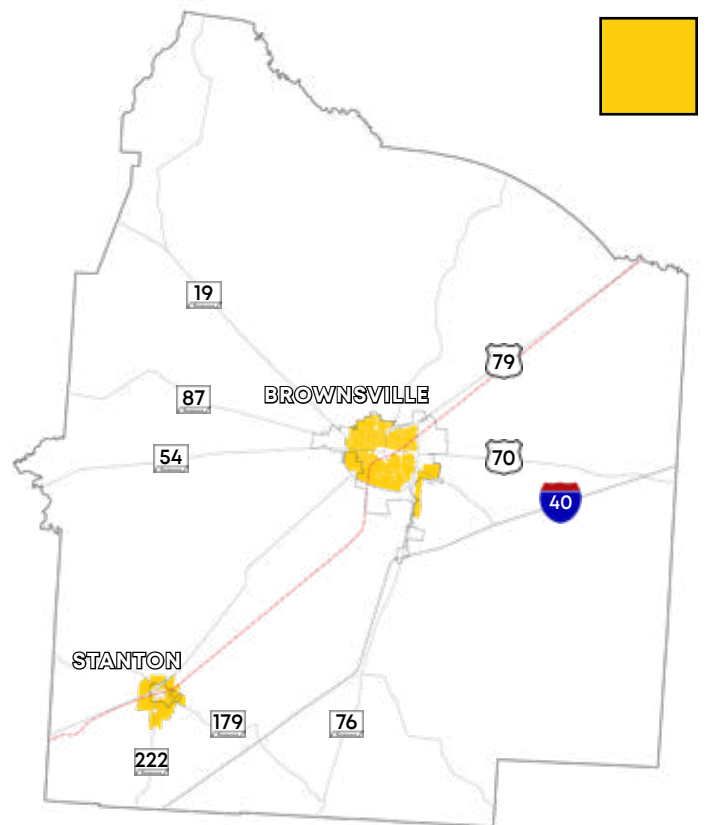
Brownsville



Stanton

## General Development Form

Development Pattern	Moderate intensity buildings
Residential Density	6.0 - 12.0 dwelling units / acre (typical)
Non-Residential Intensity	Approximately 0.5 FAR (typical), neighborhood oriented commercial upon special consideration
Building Height	1 - 3 stories
Public Space Features	Parks, sports & recreation fields, greenways, improved stormwater features
Parking	On-street parking (formal & informal), private enclosures, driveways, small parking areas



Haywood County - Town Residential Place Type



**Example Town Residential Development**



**Character Imagery**



*Incorporate a variety of passive and active green spaces and parks within neighborhoods.*



*Well-scaled multifamily homes that engage with streets and sidewalks provide diversity in home types*



*A variety of home types and scales within a walkable neighborhood.*



*A diverse range of homes sizes are encouraged to better support livability and attainability across all age groups.*



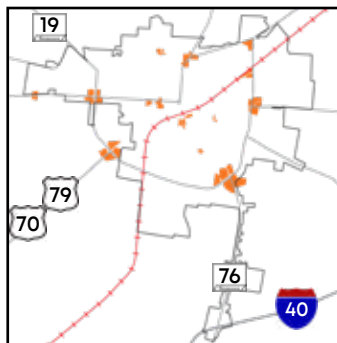
# Neighborhood Center

## Land Use Intent

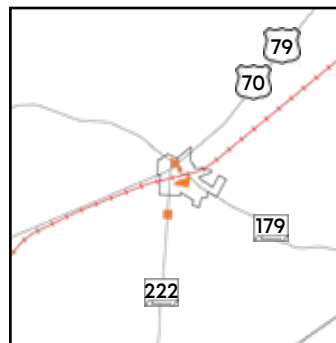
Neighborhood Centers are local activity nodes often composed of a mix of uses to provide improved access to services and goods. Typically, these nodes are walkable and convenient to adjacent neighborhoods. Frequently, Neighborhood Centers will include restaurants, shopping, local businesses, public space, and amenities. They may include an anchor such as a food market or grocery, a health and wellness center, or a community facility catering to the immediate needs of residents. Neighborhood Centers should be well connected via local streets, sidewalks, and bike facilities to surrounding neighborhoods. Associated activities, special events, and programming help define a Neighborhood Center as a place to gather and meet, and strengthen the shared sense of community. The distribution of Neighborhood Centers in Brownsville and Stanton is such that residents are no further than a 1/2 mile or 10 minute walk of neighborhood retail and service options.

## General Development Character

Building forms are characterized by a combination of small to mid-size retail and occasional outparcels along the frontage of roadways. Buildings may consist of a single use or a mix of uses and scales. Neighborhood context, lighting, signage and wayfinding should be specifically considered within Neighborhood Centers. Major emphasis should be placed on streetscapes, landscaping, and site furnishings for a pleasant experience as well as screening of parking, service, mechanical, and utility equipment. Smaller-scale parking areas, an inviting pedestrian network interconnected with adjacent neighborhoods, and a convenient location with adequate infrastructure are critical to the Neighborhood Center.



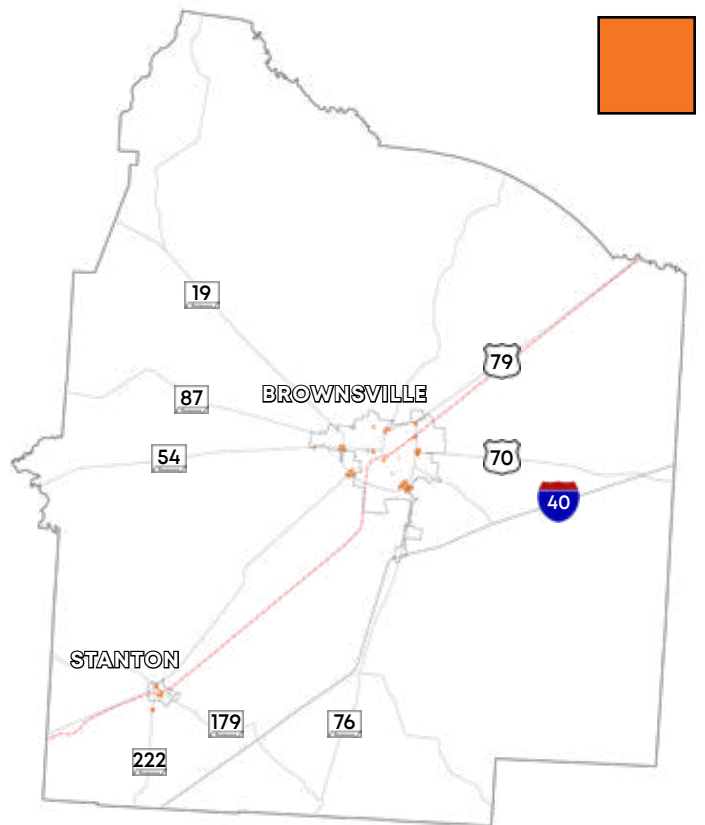
Brownsville



Stanton

## General Development Form

Development Pattern
Lower to moderate intensity single use & mixed-use buildings
Residential Density
6.0 - 18.0 dwelling units / acre (typical)
Non-Residential Intensity
Approximately 0.35 - 0.5 FAR (typical)
Building Height
1 - 3.5 stories
Public Space Features
Activated & programmed parks, small plazas, greenways, pocket parks
Parking
On-street parking (formal), private enclosures, interconnected & shared parking is encouraged



Haywood County - Neighborhood Center Place Type

## Example Neighborhood Center Development



### Character Imagery



*Opportunity for infill of local retail within existing residential fabric along a busy street.*



*Small-scale neighborhood retail and services are well connected to adjacent neighborhoods via streets and sidewalks.*



*Porches and stoops provide privacy for ground floor residential uses within neighborhood centers.*



*Small to medium scale mixed-use infill opportunity with live-work uses on the ground floor and residential units above.*



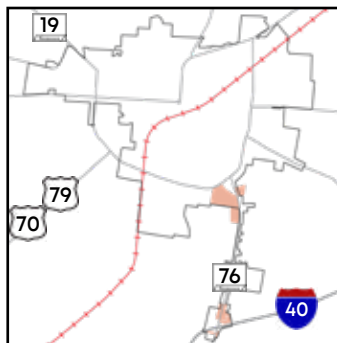
# Town Commercial

## Land Use Intent

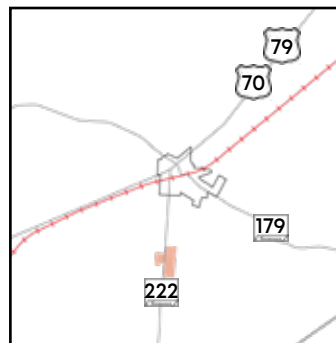
Town Commercial areas typically consist of larger, more contiguous footprints of commercial, retail, hospitality, and service uses, concentrated near and adjacent to the intersections of major roadways. Town Commercial areas are convenient to residents and major transportation routes and are suitable for large retail anchors, hotels, entertainment venues and destinations typically designed to provide services and goods to both the local and regional market. Additional smaller scale retail, moderate intensity outpatient services, and higher intensity community facilities may also be located within Town Commercial areas. Residential uses may be incorporated not as stand-alone uses but where such uses are well incorporated into the area as part of a holistic approach to placemaking.

## General Development Character

Except for hospitality, civic, and institutional uses, building forms are characterized by larger format, in-line, one-story retail and office, and often contain anchor stores with large building footprints, parking areas, and outparcels along the frontage of roadways. Pedestrian and vehicular connectivity should be integrated and coordinated between individual uses and parcels to provide ample connections between uses, buildings, bike facilities, and to adjoining neighborhoods and land uses. Land-use decisions regarding Town Commercial should give additional consideration to existing and proposed community infrastructure and capacity. The location of Town Commercial areas at gateways and approaches to Stanton and Brownsville call for investment to be of a character, scale, and pattern that embodies the qualities defined in the Vision and Growth Principles.



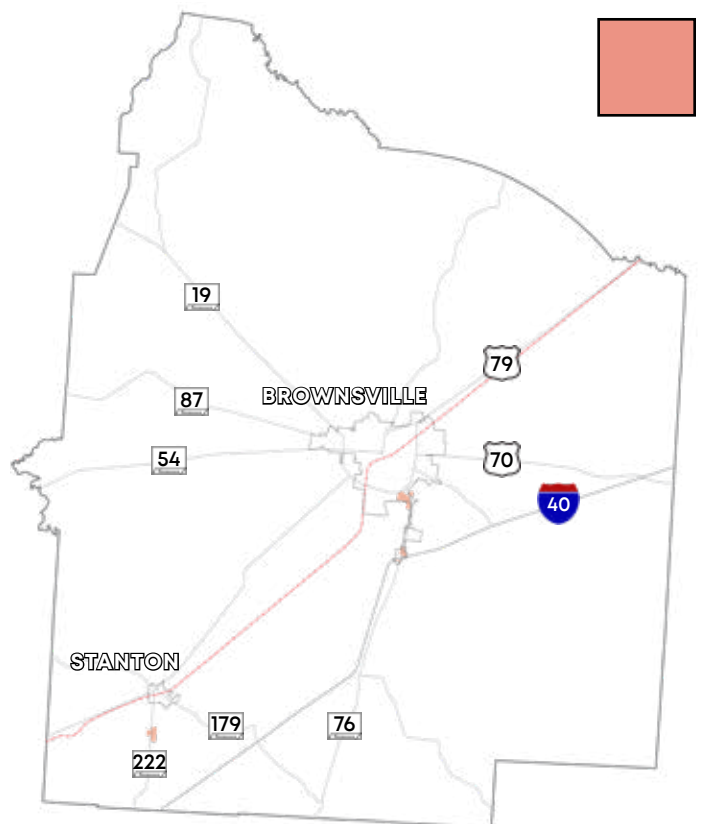
Brownsville



Stanton

## General Development Form

<b>Development Pattern</b>
Concentration of moderate intensity buildings with large footprints & associated parking areas
<b>Residential Density</b>
6.0 - 18.0 dwelling units / acre (where applicable)
<b>Non-Residential Intensity</b>
Generally less than 0.35 FAR (typical)
<b>Building Height</b>
1 - 5 stories (typical)
<b>Public Space Features</b>
Plazas, pocket parks, programmable spaces, greenbelts, improved stormwater features
<b>Parking</b>
Interconnected shared parking



Haywood County - Town Commercial Place Type

### Example Town Commercial Development



### Character Imagery



*Shopping centers should integrate pedestrian and vehicular routes between uses, buildings, and to adjoining neighborhoods.*



*Incorporate activated public spaces within commercial centers.*



*Retail addresses the primary street and parking lot to promote walkability and connectivity between adjacent parcels and uses.*



*Development incorporates, and engages with streets and sidewalks that are complimentary to adjacent uses and major road ways.*



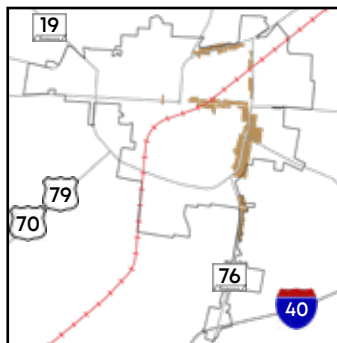
# Town Corridor

## Land Use Intent

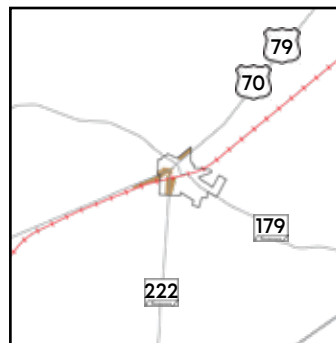
Town Corridor is a linear pattern of moderate to higher density along primary transportation corridors. These corridors vary in character and use ranging from established residential neighborhoods, attached housing, civic, commercial, office, and industrial uses. Redevelopment may consist of a vertical mix of uses. Town Corridors should incorporate design features promoting safe, aesthetically pleasing, and efficient vehicle and pedestrian mobility. Investment in incompatible uses and sites should seek to minimize negative impacts on surrounding uses and may consider relocation to better suited sites in Brownsville and Stanton over the coming years. The Town Corridor does not act as a primary activity hub but uses may be accompanied by programmable public space and linear parks.

## General Development Character

Building forms may be characterized by small to medium format retail and outparcels along the frontage of roadways and may consist of a horizontal or vertical mix of uses. Improved pedestrian and vehicular connectivity should be well integrated along the roadway network to other uses and buildings within the site and adjacent properties, buildings, and neighborhoods. The scale and character of investment in corridors, specifically those that provide an approach to the Town Center areas, should incorporate the same quality and pedestrian oriented focus of those in the Town Center.



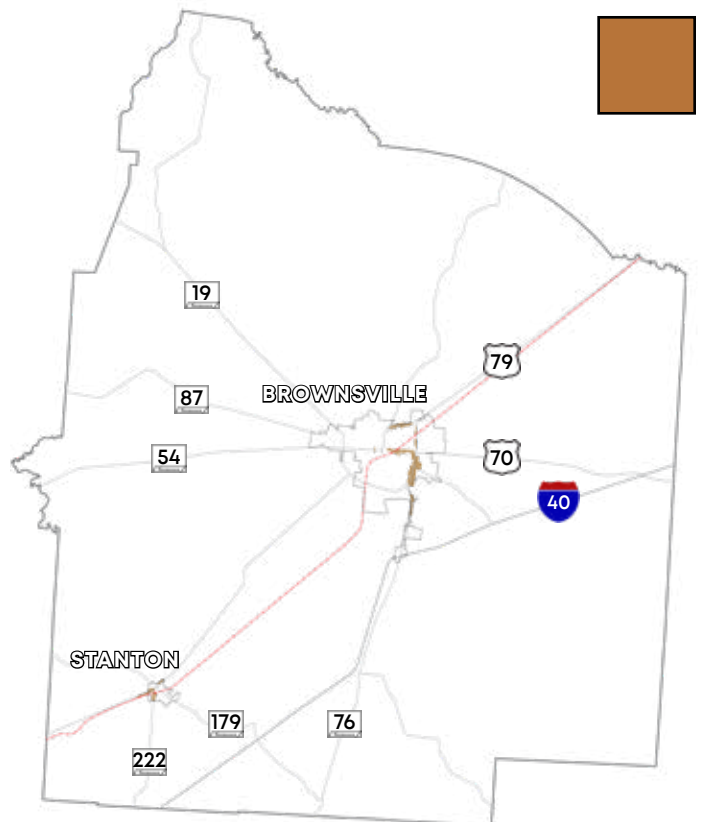
Brownsville



Stanton

## General Development Form

Development Pattern	Linear pattern of moderate to high single-use and mixed-use
Residential Density	6.0 - 18.0 dwelling units / acre (typical)
Non-Residential Intensity	Approximately 0.5 FAR (typical)
Building Height	1 - 5 stories
Public Space Features	Activated & programmable parks, small to medium scale plazas, linear parks
Parking	On-street (formal) where appropriate) Shared parking encouraged



Haywood County - Town Corridor Place Type

### Example Town Corridor Development



### Character Imagery



Mixed-use infill with live-work uses on the ground floor and residential units above.



Larger scale commercial use on a Town Corridor with parking located behind the building promoting a pedestrian oriented focus.



Pedestrian friendly urban drive-thru with vehicular access and circulation.



Pedestrian oriented, mixed-use building on a Town Corridor. Streets and sidewalks provide connectivity to adjacent properties.



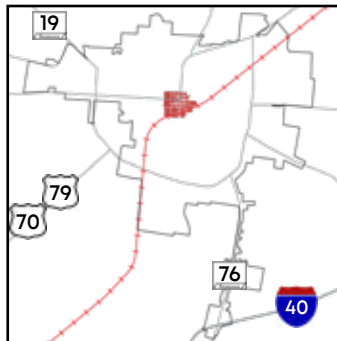
# Town Center

## Land Use Intent

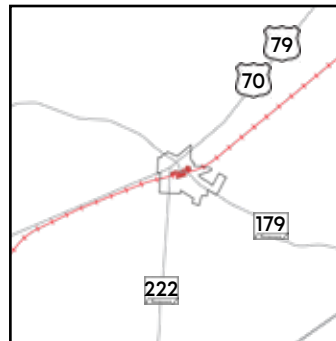
Town Centers serve as the urban focal point for economic and civic life. Concentrated within a few blocks, this core area encourages a mixture of high intensity commercial, retail, office, civic, residential, public space, amenities, and light industrial use where composed of appropriate maker spaces and small scale manufacturing. Vertically mixed-use buildings should be encouraged. Single-use office and residential buildings should complement the mixed-use area. The Town Center is characterized by higher levels of accessibility, elevated design consideration for sidewalks, pedestrian safety and comfort, and essential support services. Regular activities and special events are key activators of Town Centers, which serve as the social and cultural centers of the community. Where possible integration of attainable housing in proposed mixed-use developments should be pursued.

## General Development Character

Building forms are predominantly characterized by ground floors containing retail storefront, restaurants, lobbies, maker spaces, or a flexible mix of uses. In multi-story buildings, upper floors include office, residential, or hotel uses. A wide variety of residential uses and amenities may extend to the ground floor of buildings where located along quieter local side streets. These areas contain the greatest density/intensity and scale of development within a community. Buildings should support and reinforce a pedestrian oriented pattern by providing adequate width walkways for pedestrian circulation, public space, streetscape elements, and adjacent outdoor retail such as outdoor dining.



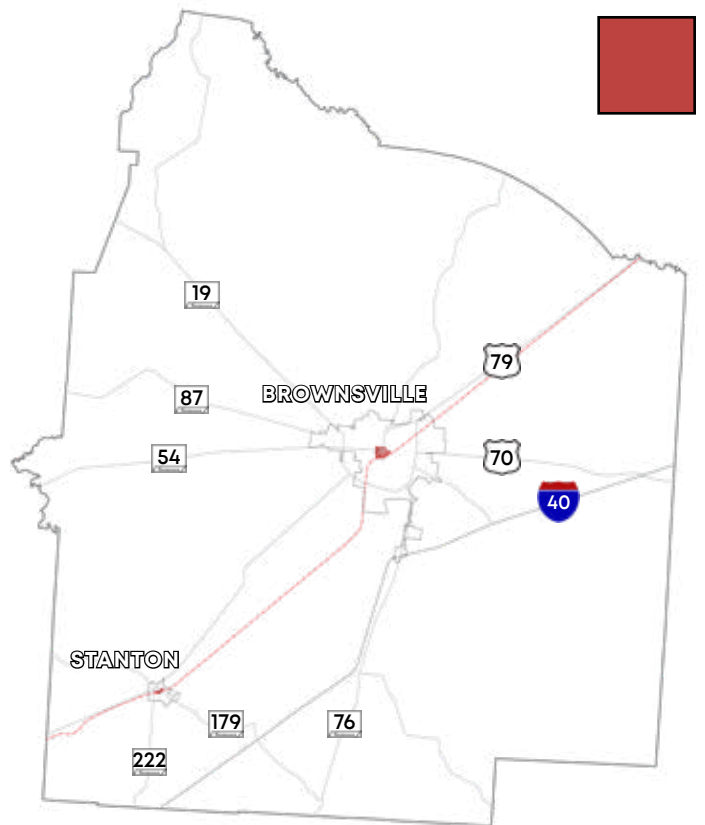
Brownsville



Stanton

## General Development Form

<b>Development Pattern</b>
Concentration of high density & intensity mixed-use buildings
<b>Residential Density</b>
8.0 - 24.0 dwelling units / acre (typical)
<b>Non-Residential Intensity</b>
Greater than 0.5 FAR (typical)
<b>Building Height</b>
Height informed by context or district regulations
<b>Public Space Features</b>
Activated & programmable parks, plazas, elevated sidewalk and streetscape design
<b>Parking</b>
No minimum parking required, on-street parking (formal), shared parking to the rear of buildings



Haywood County - Town Center Place Type

**Example Town Center Development**



**Character Imagery**



*Pedestrian and street oriented mixed-use buildings*



*Town Centers are encouraged to incorporate usable parks and open space into their design.*



*Residential uses may extend to ground floors along quieter, pedestrian scaled streets.*



*Pedestrian oriented mixed-use buildings include activated storefronts face the primary street with residential uses above.*



# Employment Center

## Land Use Intent

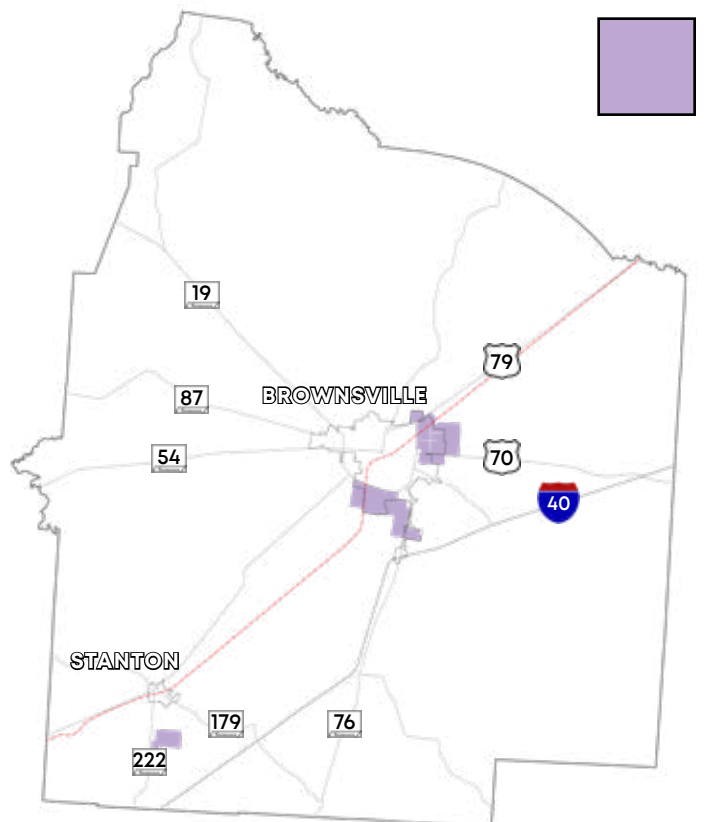
The Employment Center area enables uses such as office campuses, research facilities, distribution centers, and light and heavy industry. Providing an environment that nurtures talent and encourages creativity, Employment Center strives to foster a diverse and healthy economic, employment, and fiscal base for a more prosperous community. However, some uses may be accompanied by significant impacts such as traffic generation, noise, lighting, fumes, and/or building types and scales that are not conducive to locations in close proximity to residential and/or some commercial uses. Access to a robust transportation network and appropriate support services is essential to Employment Centers, thus designated areas are located along or adjacent to major roadways with easy access to I-40, adjacent to existing rail service and/or located so as to minimize the likelihood of freight movement transversing through residential districts (where possible). While the Future Land Use Plan indicates several areas as appropriate Employment Centers, land-use decisions should carefully consider the character intensity, type, and scale of individual proposed uses.

## General Development Character

Building forms are predominantly characterized by large format office campuses, smaller-scale service uses, and industry at a variety of scales. Special attention is required in locating uses which generate noise, odors, or require excessive site lighting. Heavy industry should be sensitive to surrounding context as well as transportation, stormwater, and utility infrastructure. Impacts to sanitary sewer, stormwater facilities and area roadway types and capacities must be carefully weighed. Due to the potential scale and nature of uses within Employment Centers, elevated consideration should be given to screening and landscaped buffer requirements, specifically where areas abut residential districts. Pedestrian connectivity and well-designed streetscapes are fundamental to better ensuring appearance, appeal, and long-term investment within these areas.

## General Development Form

Development Pattern
Low to high intensity buildings
Residential Density
N/A
Non-Residential Intensity
Approximately 0.35 - 0.5 FAR (typical) ground floor
Building Height
Up to 4 stories or 45 feet (typical)
Public Space Features
Landscape buffers along roads, greenways, improved stormwater features
Parking
Large parking and service areas located to the side or rear of buildings



Haywood County - Employment Center Place Type

### Example Employment Center Development



### Character Imagery



*Industrial uses that incorporate landscaped buffers, screening, wayfinding, and placemaking elements.*



*Hospital campus*



*Elevated design industrial use that addresses the primary street.*



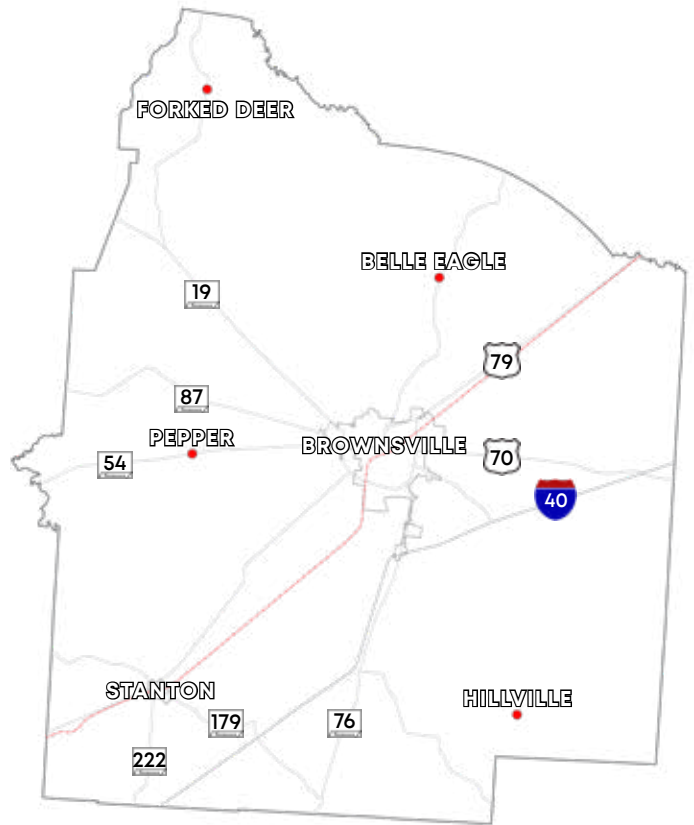
*Office campuses should incorporate pedestrian and vehicular connectivity within and to adjacent neighborhoods.*



# Community Focused Investment

## Intent

As development occurs in Haywood County, smaller communities within the FARR may experience investment at varied scales. Investments in services, public facilities, amenities, and religious institutions or other similar uses be focused around common points in these communities. This focused approach will improve overall access to services and amenities while the resulting utilization by community members will better support the potential for adjacent small-scale commerce for area residents. The red nodes indicate a proposed center for Community Focused Investment based on surrounding context and community input throughout the public engagement process. These locations consist of Belle Eagle, Forked Deer, Hillville, and 'Pepper' (at or near the intersection of Pepper Lane and TN-87). Placing an initial emphasis on focused investment in these areas creates a foundation on which future development and investment continues in Haywood County beyond the 10-year horizon of the Future Land Use Plan.



## Character Imagery



Community Services



Outdoor farmers market



Civic Uses

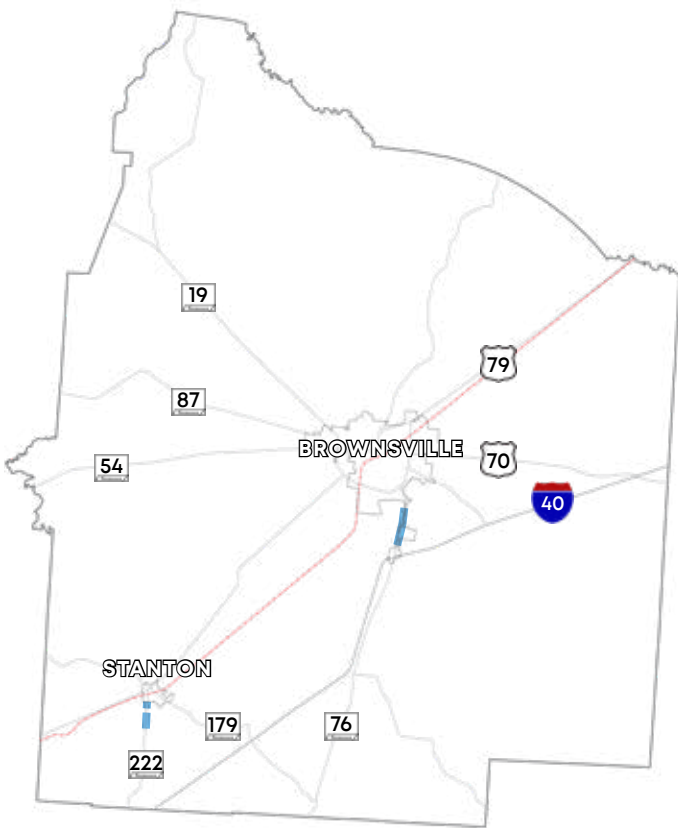


Parks and public amenities for area residents

# Gateway Corridors

## Intent

Gateway Corridors should be utilized to enhance the main thoroughfare entrances into the City of Brownsville and the Town of Stanton. These corridors should consist of a holistic and unified streetscape design befitting the primary entry into the municipalities. Design of the Gateway Corridors should incorporate appropriate well-landscaped buffers, unified signage and wayfinding standards, pedestrian and vehicular scaled street lighting, and public art. Specific design and design standards should emphasize, elevate, and embody the Community's Vision and Growth Principles. The Gateway Corridors may be extended and/or new Gateway Corridors may be defined within the 10-year horizon of the Future Land Use Plan.



## Character Imagery



*Well-landscaped buffer that screens development*



*Signage paired with decorative lighting*



*Signage with landscaping*



*Emphasis at a development entry from the Gateway Corridor*



## Transportation Strategies

Haywood County is updating its Future Land Use Plan with the assistance of LRK in response to the construction and 2025 opening of Ford's Blue Oval City in the southwest area of the County, just north of the I-40/TN 222 interchange and just south of Stanton. Blue Oval City consists of a vehicle manufacturing plant and a battery plant, totaling approximately ten million square feet and employing 6,000 staff. The County has commissioned this study to assist in planning for an influx of new population and the subsequent need for new housing and services. As the County grows, it will need to develop a transportation system that serves its population without degrading the character of what makes this part of Western Tennessee so special: the scenic vistas, small towns, and rural byways. Hearing clearly from stakeholders that these attributes are important to residents, this high level look at transportation strategies **produced by Kittelson & Associates** seeks to balance the provision for safe and efficient mobility for current and future residents while not sacrificing the very essence of what makes this area a treasured place. Too often in Tennessee and elsewhere are scenic vistas and small towns spoiled by the widening of highways; this set of strategies presented seeks to avoid the future that so many communities have realized with transportation solutions that do not respect and respond to the surrounding context. The transportation strategies contained herein are tailored to support and enable the County's desired land use vision scenario, being one of focusing mixed use development in areas already impacted by human settlement, and in a form that preserves and protects the countryside that is dear to Haywood County.

This effort began with a review of the community vision and desires as expressed in an online community survey and at a series of community "open houses." From those, the following items were expressed as "Vision and Growth Principles" in summer 2023. The vision statement directed the plan "To ensure that Haywood County respects, preserves, and enhances its values, diversity, history, quality of life, and character as the community grows. The statement went further to articulate the following Growth Principles and Planning Objectives that were important to the citizens of Haywood County.

The fiscal analysis for the County showed that the preferred growth scenario would be the "Community Concentration and Countryside Conservation" scenario, by which growth would be designated within existing settlement areas or targeted at specific crossroads (called "Four Ways"). This scenario is predicated on providing goods and services within proximity to settlement to alleviate the distances current and future residents would have to travel to satisfy general daily needs. This idea of mixed use also emphasizes the ability for residents to make shorter trips, some of which could be accomplished by walking or biking; this ability will require that these settlement areas be supported by a finer grained transportation network of slower connected streets with facilities for people to safely walk or bike. This strategy also allows for preservation of the vistas and farmland that makes Haywood County special, and by providing network in this pattern the need for wholesale highway widening and its scarring of the landscape is mitigated. To develop this strategy, we reviewed the draft land use maps, reviewed the community goals and issues articulated in the community survey, and compared the relative traffic impacts of the Blue Oval facility to the current roadway network to see where enhancements should be focused and what they should consist of. Culminating with a two day site visit, we observed firsthand the major corridors of the County and their traffic and character. We have summarized these findings and set of strategies in the following memorandum.

### Traffic Data Evaluation

Located within Haywood County, the Blue Oval facility will have a significant impact on the transportation network within the County, especially the roadways closer to the facility. Impacts will distribute to the roadway network within the County farther away from the facility, lessening the impact on any single roadway. Estimates of new daily traffic attributable to a heavy manufacturing facility with 6,000 employees is estimated at 15,000 trips per day using ITE's trip generation methodology. Knowing that the 6,000 employees only encompass the Blue Oval facilities and not additional suppliers and vendors who usually co-locate with auto

## Transportation Strategies

manufacturing plants, assuming an additional 4,000 employees (10,000 total employees) raises that number to slightly over 21,000 new trips per day. Understanding that many employees may live in the Jackson or East Memphis areas initially, a majority of these trips will rely on I-40 for access to work, with another significant amount using US 79. This volume will be concentrated near the facility with roadways such as I-40 and TN 222 seeing the bulk of the traffic, and distributing throughout the network as it moves farther away from the plant. TN 222 has been recently widened from two to four lanes from the I-40 interchange along the Blue Oval frontage to the new Haywood County EMS and Fire Station just north of the Blue Oval property.

A cursory review of the roadway network's current TDOT traffic count data reveals that most of the roadway network is not operating anywhere near its capacity currently. The highest trafficked roadway in the study area, I-40 currently carries approximately 35,000 vehicles per day between TN 222 and TN 179. With four freeway lanes, I-40 should be able to accommodate in the range of 60,000 vehicles per day before significant congestion is seen; this would reflect an almost 40% increase in traffic volumes. Daily capacity estimates are obtained using Florida DOT's Generalized Level of Service tables (FDOT, 2020). Surface roadways carry even less, with the peak reported daily volume being just over 10,000 vehicles per day on the four lane US 79 Bypass just south of Main Street near Downtown Brownsville.

The rural two lane roadways which could potentially be feeders for the Blue Oval facility for workers commutes again hold a significant amount of excess capacity, with capacity of an uninterrupted rural two-lane state roadway estimated at between 25,000 and 30,000 vehicles per day; in areas closer to towns where signals are present, that capacity is reduced to between 14,000 and 16,000 vehicles per day. A few typical rural 2-lane roadways with their 2022 TDOT daily counts are listed below:

- US 79/TN 1 (just east of TN 222 and Stanton), 2,004
- TN 222 (between Blue Oval and Stanton), 928
- TN 76 (south of Brownsville), 8,783

- TN 54 (west of Brownsville), 2,686
- TN 19 (south Nutbush), 2,296
- US 70 (west of Union Mercer Road) 4,673
- TN 179 (south of I-40), 887

The peak volume on most of these segments is less than 50% of the signalized capacity and even less on the rural unsignalized segments, allowing significant capacity for traffic growth to be distributed among the existing roadway network without the need for wholesale widening of two lane highways. This strategy is also in line with the Growth Principles inasmuch as they look to preserve and protect the rural character and quality of life for Haywood County residents, both today and in the future.

### Observations from Site Visit and Research

The team spent a day driving these routes in Haywood County to observe the roadway conditions and elements such as horizontal and vertical geometry, presence or absence of shoulders and recovery areas, presence or absence of turn lanes, separation to roadside drainage swales, and tree canopy and scenic vistas. The predominant impression is that major roadways in the County are for the most part aesthetically pleasing and offer views of the surrounding farms and landscape, and in many instances also have areas of significant tree canopy. The major highways included shoulders (gravel or grassed) to allow for pull offs for disabled vehicles or for a recovery area if a distracted driver ran off the road. These facilities also incorporated adequate sight lines and avoided sharp horizontal curvature while providing space between the travel lanes and open drainage swales and trees.



*90-degree curve and lack of shoulders on Elm Tree Road*



## Transportation Strategies

Some of the less trafficked roadways though did include some safety concerns such as almost 90-degree turns in areas, lack of usable shoulders, and remarkably close proximity between the edge of the traveled way and obstacles such as steep slopes of open drainage swales and trees very close to the edge of the travelway. These geometric conditions should be carefully rectified as the ability to address them is available through selective additions of shoulders (structural turf if possible, for aesthetics), retrofit of sharp curves with more gentle curvature through realignment, and better protection/selective guardrail installations to allow motorists to avoid collisions with trees (without removing the tree canopy) and steep slopes associated with open swales.

From the community survey, there were comments on intersection treatments and a desire to see more roundabouts like the one constructed in Atoka. Roundabouts have proven to be effective in not only moving traffic but also eliminating high-speed T-bone crashes that can be prevalent on high speed rural roadways at intersections, so

they should be included in the toolbox of measures considered for Haywood County.

Haywood County also has a unique and special resource in the Hatchie River basin and the Hatchie National Wildlife Refuge. Many communities have successfully leveraged eco-tourism with facilities such as blueways and greenways in corridors such as this, and the preferred growth scenario works seamlessly within the framework of a Hatchie River focus. The County should support and encourage the visibility and legacy of the Hatchie River to provide its residents and visitors with ways to experience natural Tennessee, and to capitalize on the potential economic benefits from highlighting this unique resource through accessibility for outdoor exploring by biking, hiking, or paddling. The designation of the National Wildlife Refuge also opens facility funding sources through programs such as the Federal Lands Access Program (FLAP), which can be used to construct trails or other non-motorized access facilities.



Atoka, TN Traffic Circle During 5pm Traffic on youtube.com

Roundabout in Atoka TN



<https://hellohaywood.com/scenic-hatchie-river-can-soak-into-heart-and-soul/>

## Recommended Strategies

The data and observations lead us to a recommendation that instead of focusing on wholesale widenings of the County's two lane highways, the focus should be more on a "do no harm" approach that addresses spot operational and critical safety concerns as the County sees growth related to Blue Oval City. The following set of recommendations should be considered to not only address safety, but also to meet the goals of creating a roadway network that preserves and enhances all the attributes that make Haywood County a desirable place to live.

### HIGH LEVEL STRATEGIES ARE AS FOLLOWS:

- 1 Preserve scenic vistas and viewsheds
- 2 Focus any roadway capacity enhancements/widenings near Blue Oval City, such as TN 222 south to I-40
- 3 Begin planning for widening I-40 to be constructed at a future date
- 4 Continue development and support of I-69 corridor planning efforts
- 5 Address safety on current 2-lane highways
  - a. Add left turn bays where needed at intersections
  - b. Create shoulders where none exist (reinforced turf preferable to gravel to maintain rural character)
  - c. Similar to shoulder areas, provide occasional pull-offs for agricultural vehicles to move out of the way of queues of faster moving traffic on rural highways
  - d. Eliminate sharp curves where impacts to surrounding context allows
  - e. Preserve canopy sections and add small segments of guardrail where necessary to prevent vehicles from impacting trees
  - f. Consider roundabouts at locations where there would be potential for high speed T-bone type crashes, as well as either at entries/gateways to Towns or within Four Ways
- 6 Create character changes to alert drivers to more settled areas and presence of vulnerable users such as pedestrians and bicyclists in currently settled rural areas and in the proposed "Four Ways" and entries to Towns.
  - a. Develop transition area to signal that driver is entering more built up area with pavement edge delineation, formally spaced landscape, and sidewalk/shared use path
  - b. Develop gateway for Four Ways with signage, entry feature, and beginning of curbed section
  - c. Within core area of Four Way, develop curb and gutter, on street parking (if needed), and continuous sidewalks, lighting, and streetscape on both sides.



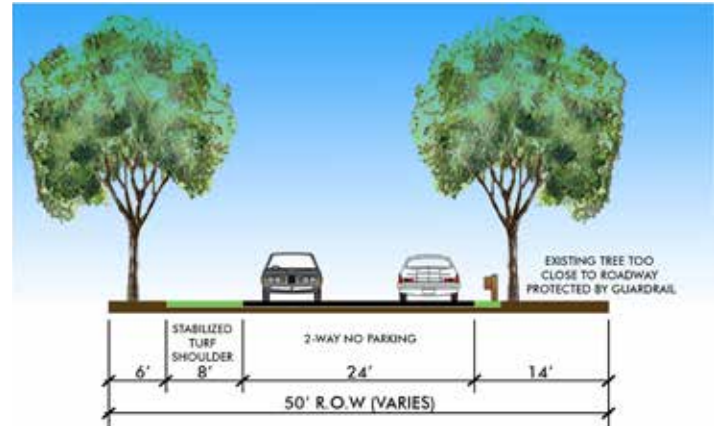
# Transportation Strategies

## Conclusions

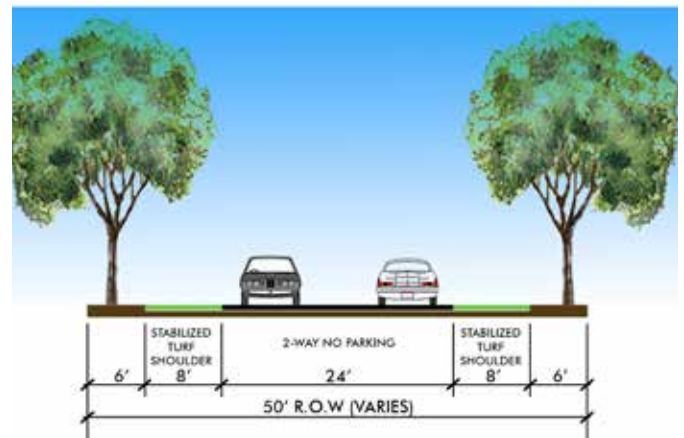
The strategies outlined on the previous page should accommodate the expected growth associated with Blue Oval City even beyond the ten-year horizon outlined in the Future Land Use Plan. These strategies also focus on preserving and enhancing the character of what respondents to the community survey indicated were the things most important to Haywood County residents, and what makes it such a special place, such as scenic vistas, the small town and rural character, tree canopy, working farmland, and natural treasures such as the rolling topography and scenic watersheds. Particular attention should be paid to the Hatchie River resource and steps should be taken to not only preserve that resource but to tell its story to both residents and visitors, leveraging that natural asset as a community resource.

Additional steps such as development of street design guidelines, funding allocations, and programming of transportation network enhancements will all be required to implement the above strategies, but these strategies will allow Haywood County to realize the vision set forth in the Future Land Use Plan with a robust and context-consistent transportation system.

## Rural Road



Rural Road with Guardrail to protect existing trees



Rural Road (Typical). Improvements designed to accommodate additional width associated with movement of farm equipment.

## Transition from Rural Area to Rural Four-Way



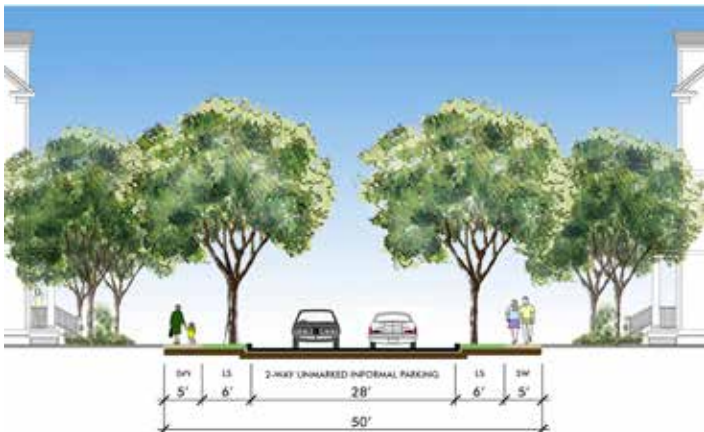
Example of a Rural Road Transition into a Four-Way. Aldie, VA



Rural road with Multi-modal Trail.

# Sample Street Sections

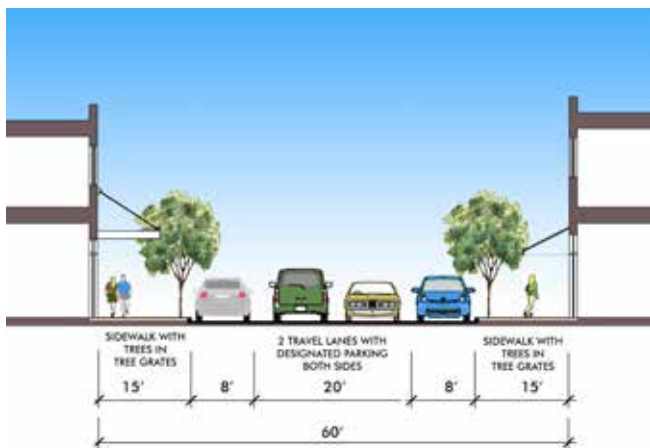
## Neighborhood Street



Neighborhood Street (Typical)



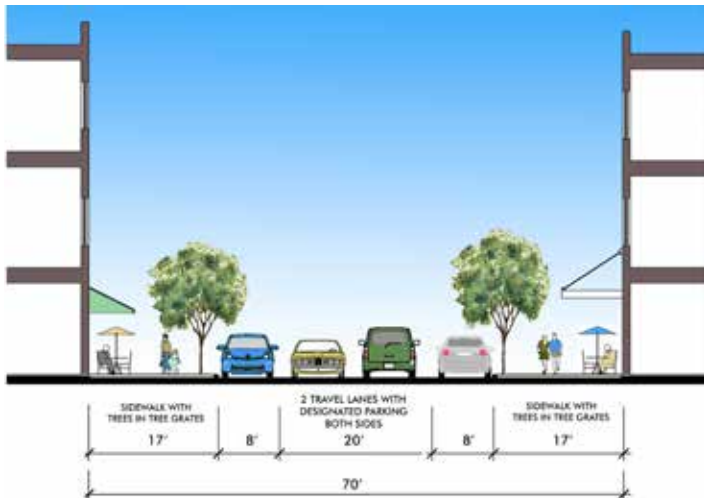
## Town Street



Two Lane Town Street (Section)



## City Street



Two Lane City Street











CHAPTER

5

*Implementation*



# Using the Future Land Use Plan

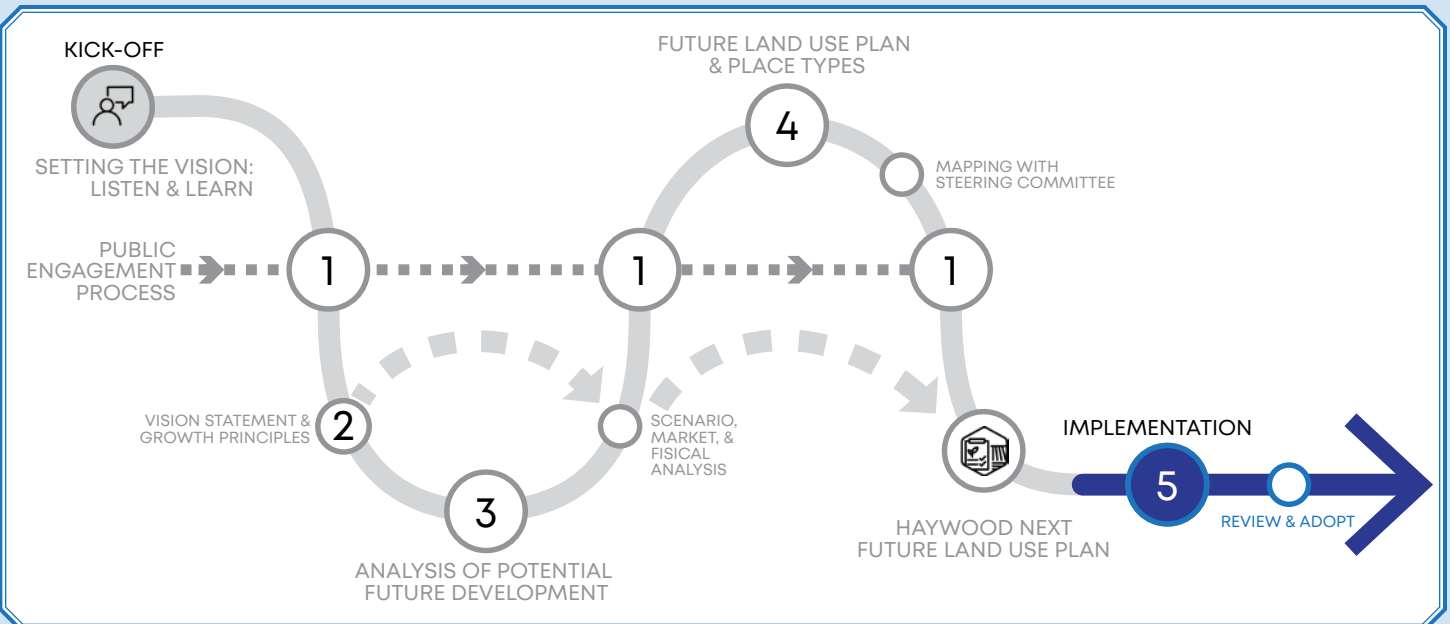
The Haywood Next Future Land Use Plan serves as a guide to inform future land use decisions including regulations, intensities of use, and patterns of development. The recommendations contained within this report are intended to supplement Haywood County’s Zoning Ordinances. This document provides policy direction for future land use decisions, including rezoning of property, that contributes to the desired future growth strategy for Haywood County over the next ten years. The plan shall be revisited on a regular basis, typically every three to five years, to determine if updates are necessary. If a transformational event occurs, such as the construction of a regional sanitary sewer system, the Plan should be revisited to understand how the catalytic event may impact future land use in the area.

Adoption of this report by The City of Brownsville, the Town of Stanton, and Haywood County indicates the legislative bodies have chosen to implement the recommendations herein as a means to achieve the shared vision established by the community-informed process as outlined in previous chapters.

**Successful implementation of the Plan requires that land use decisions check all three boxes:**

- Consistent with the Vision Statement**
- Follows the Growth Principles**
- Appropriate Land Use Place Type**

“Please provide the tools and transparency to Haywood County for future development and guidance.”



# Performance Score Card

The Performance Score Card should be referenced and completed at defined intervals to ensure that the Future Land Use Plan stays up-to-date and is being implemented appropriately throughout the community.

## FUTURE LAND USE PLAN PERFORMANCE MEASURES

### Percentage of Undeveloped Land

1. At intervals of 2.5 years - Quantify and monitor the rate of change within the community to determine if Place Type areas and their locations should be modified and revised.
  - a. Determine available and/or undeveloped area per Place Type; Compare to available and/or undeveloped area per Place Type at the time of adoption
  - b. Determine whether additional Place Type area or locations are warranted prior to 10-year revision

### Future Land Use Plan Revisions

2. At intervals of 2.5 years - Review all applications for revisions to the Future Land Use Plan and evaluate based on the following:
  - a. Number of Applications, Place Type Requests, Justification
  - b. Analyze to identify potential patterns and common issues
  - c. Determine if intermediate revisions are warranted (prior to 10-year horizon)

### Publicly Initiated Community Plans

3. As publicly initiated community and small area plans are adopted, analyze recommendations pertaining to the Future Land Use Plan:
  - a. Identify conformance of Small Area Plans and/or Community Plans, and identify potential areas non-alignment with the Future Land Use Plan
  - b. Determine the need for revisions to the Future Land Use Plan to support the local vision

### Transformational Event

4. In the event of catalytic change that is either likely to occur beyond the 10-year horizon of the Future Land Use Plan or cannot currently be predicted with an acceptable degree of certainty, the Future Land Use Plan should be evaluated in order to determine if revisions are necessary regardless of the previous revision schedule. Such events may include:
  - a. New, large-scale economic development representing a net increase in total employment within Haywood County of at least 35%
  - b. Construction of a regional sanitary sewer system



## Next Steps

The shared vision of the community can be attained by following of the recommendations of this document supplemented with the introduction of new or modifications to existing policy that pursues the same objectives. The following action items have been identified as next steps to ensure the successful implementation of the Haywood Next Future Land Use Plan.

### Immediate Action

1. Adoption of the Future Land Use Plan amendment process.
2. Define and adopt the formal Future Land Use Plan.
3. Implement Land Use Entitlement - Site Plan Approval Process (pre-application conference, application fees, design requirements, traffic, stormwater, sewer capacity) to incorporate and promote a transparent Public Review process.
4. Collaborate with adjacent communities to identify regional infrastructure opportunities and partnerships.

### Priority Action (1-2 Years)

5. Analyze zoning and development regulations to identify updates and revisions to achieve the Vision and Growth Principles informed by the Haywood Next Future Land Use Plan.
6. Identify and develop critical Small Area Plans to guide development at potential locations.
7. Update the Major Road Plan Network informed in part by the Future Land Use Plan recommendations.
8. Update Facility Master Plans based on the Future Land Use Plan recommendations.

### Near Term Action (2-3 Years)

9. Revisit the Interim Development and Design Guidelines to determine what changes should be made in relation to the Future Land Use Plan.
10. Craft a county-wide Green Print Plan which:
  - a. Defines locations and program for new and improved neighborhood and regional parks and open spaces.
  - b. Enhances the quality of life for existing and incoming residents and investment.
  - c. Encourages an active and healthy lifestyle.
  - d. Capitalizes on the value of area assets.

### Long Term Action (3-5 Years)

11. Revisit the Future Land Use Plan to analyze performance and identify potential revisions on a regular basis (intervals of 2.5 years) and/or due to potentially transformative changes such as:
  - a. New major economic development
  - b. Construction of Regional Wastewater treatment system
12. Establish an Aquifer and Water Quality Plan to ensure a safe water supply for future generations.
13. Plan for resilient utility, water, stormwater, and sewer infrastructure.

*This page intentionally left blank*









# *Appendix*