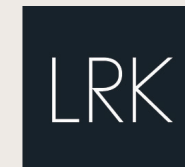


# Haywood Next: Future Land Use Plan

## JECDB Meeting

March 11, 2024
















# Introduction

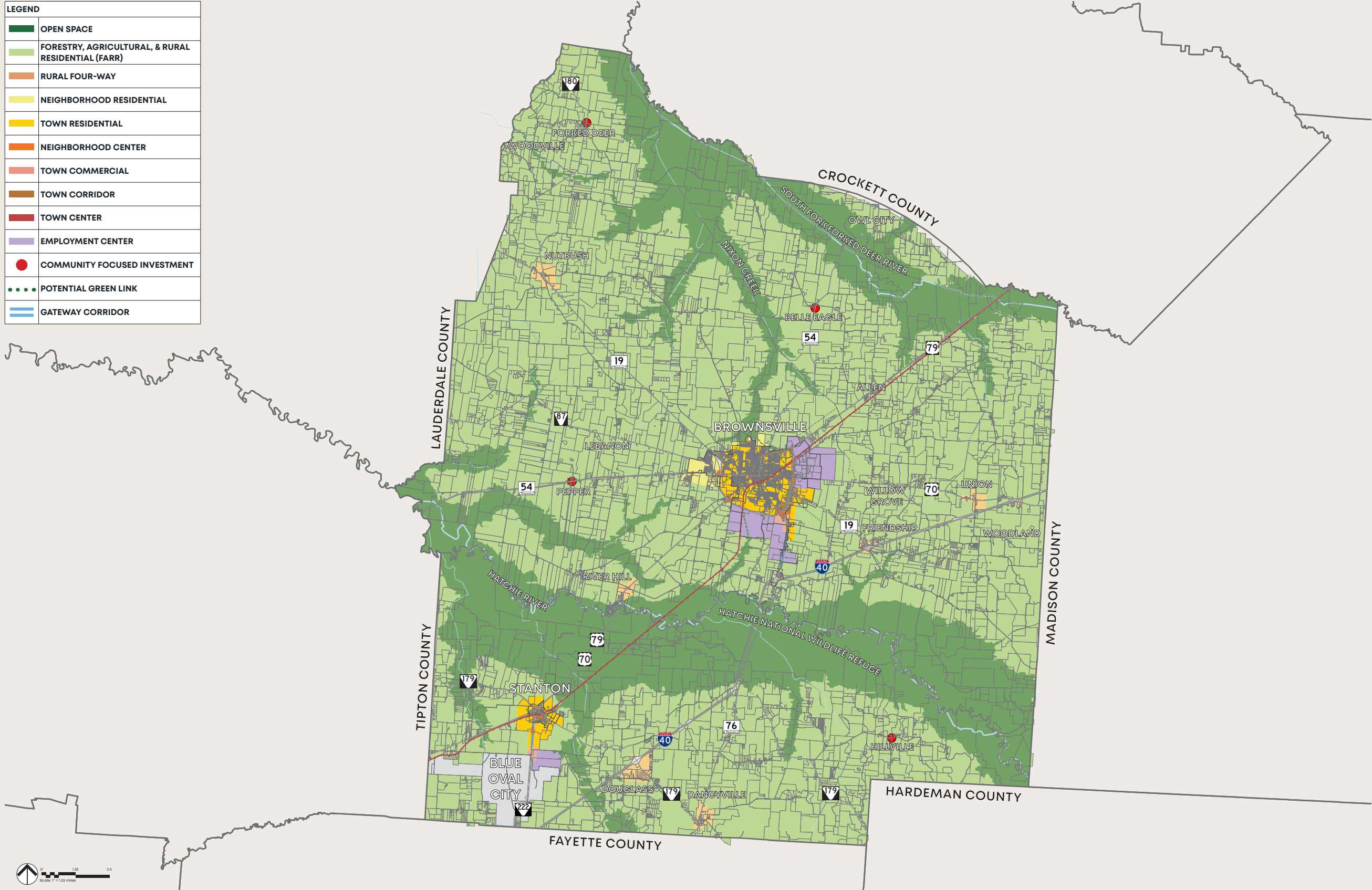
## Agenda

### JECDB Meeting:

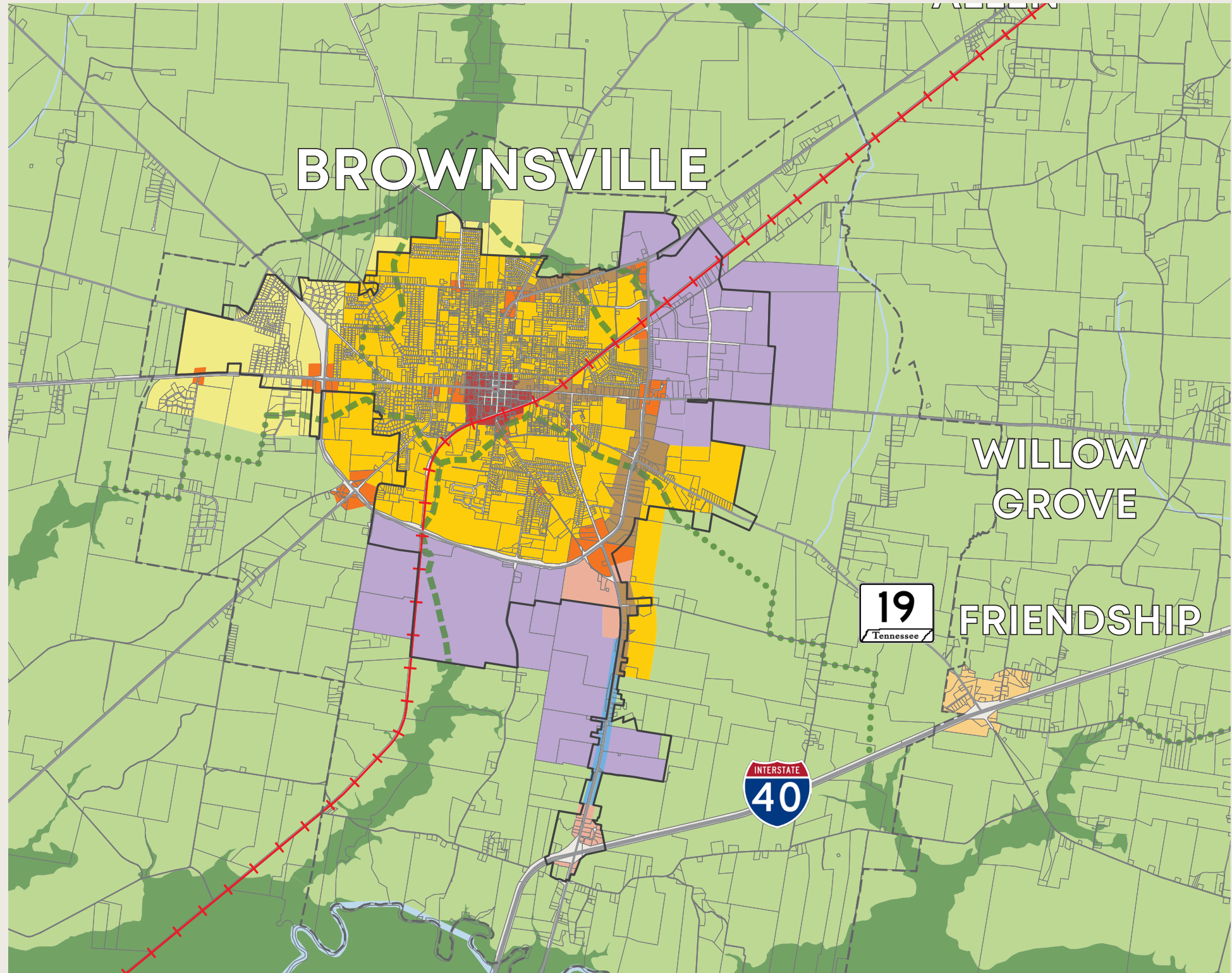
- Review Updates to the Future Land Use Plan
- Review Updates to the Haywood Next: Future Land Use Plan Report
- JECDB Recommendation Decision
- Next Steps
- Wrap-Up Q&A



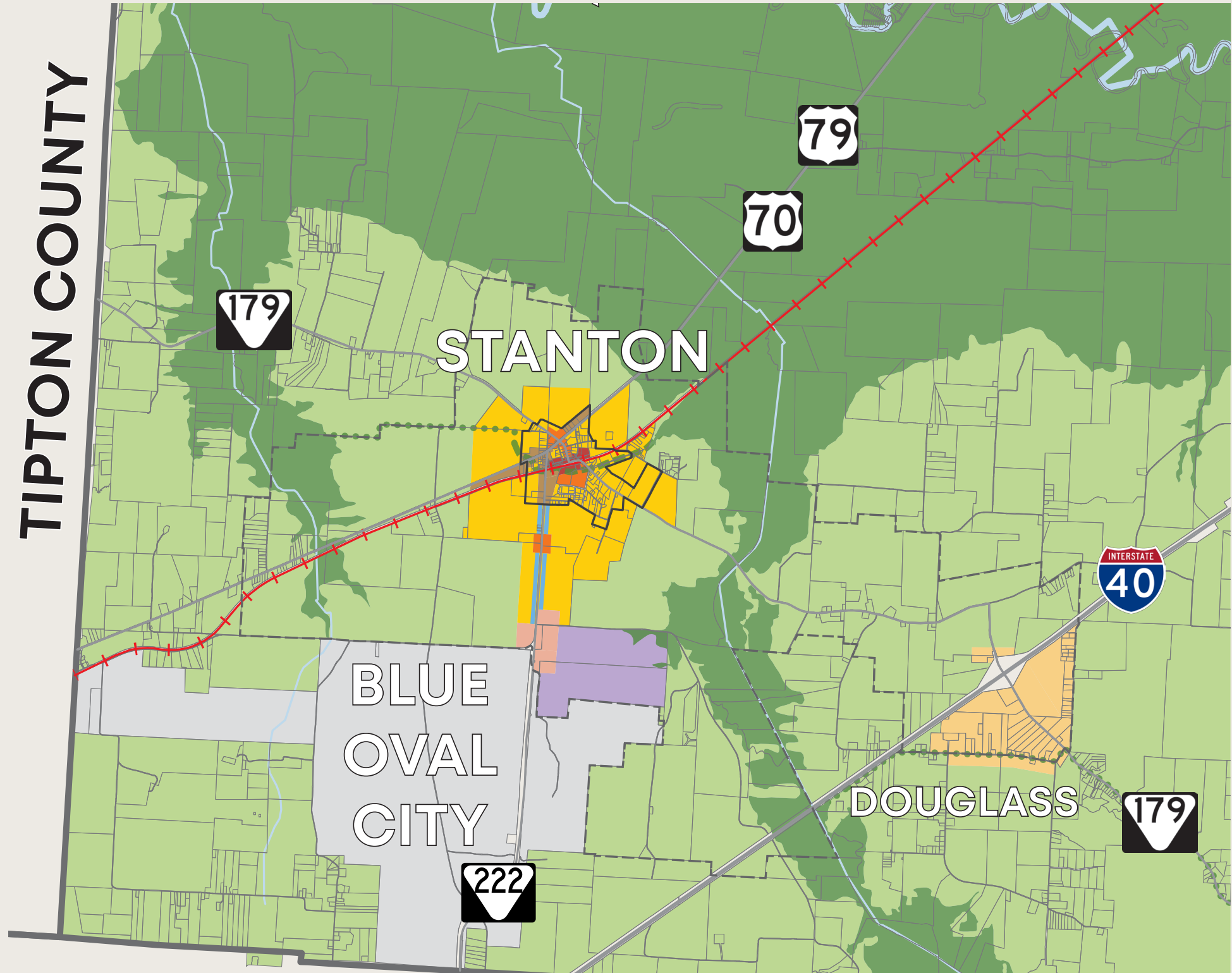
LEGEND	
	OPEN SPACE
	FORESTRY, AGRICULTURAL, & RURAL RESIDENTIAL (FARR)
	RURAL FOUR-WAY
	NEIGHBORHOOD RESIDENTIAL
	TOWN RESIDENTIAL
	NEIGHBORHOOD CENTER
	TOWN COMMERCIAL
	TOWN CORRIDOR
	TOWN CENTER
	EMPLOYMENT CENTER
	COMMUNITY FOCUSED INVESTMENT
	POTENTIAL GREEN LINK
	GATEWAY CORRIDOR



# Future Land Use Plan Updates



# Future Land Use Plan Updates





Haywood Next:  
Future Land Use  
Plan Report  
Updates



**DRAFT**

*DRAFT March 2024*

---

# Public Outreach and Engagement

## Table of Contents

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

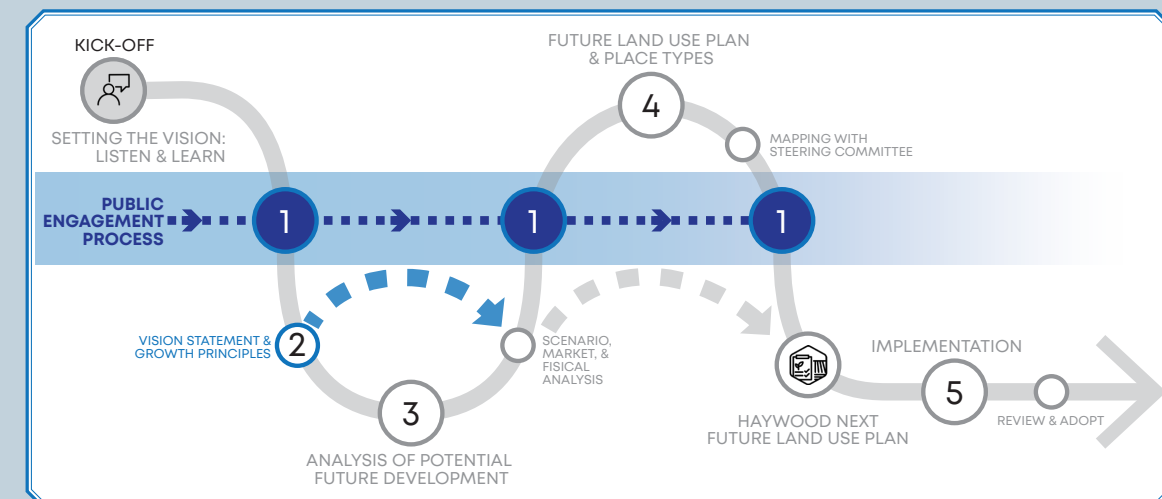
### Summary

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

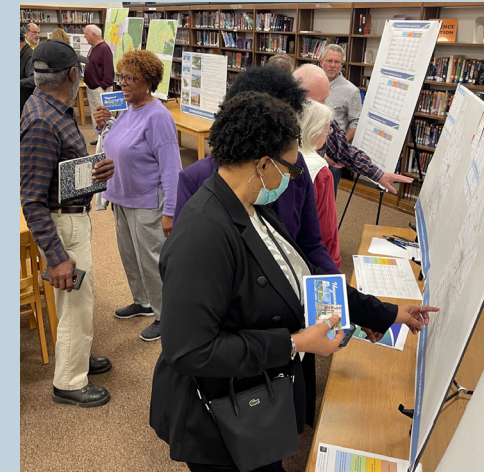
The Stakeholder Groups shared similar observations and a vision for the topics above. Each Stakeholder Group also expressed comments for specific interests, including:

- 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

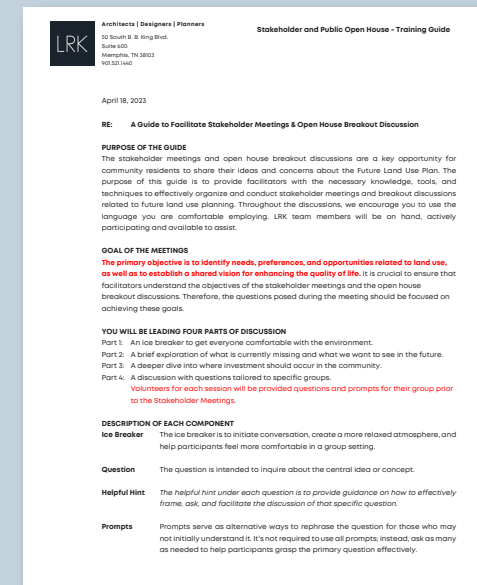


# Public Outreach and Engagement

“ 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.



Images from the Stakeholder Visioning Sessions hosted in May 2024



# 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.

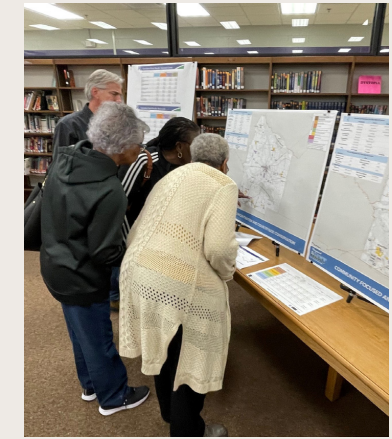
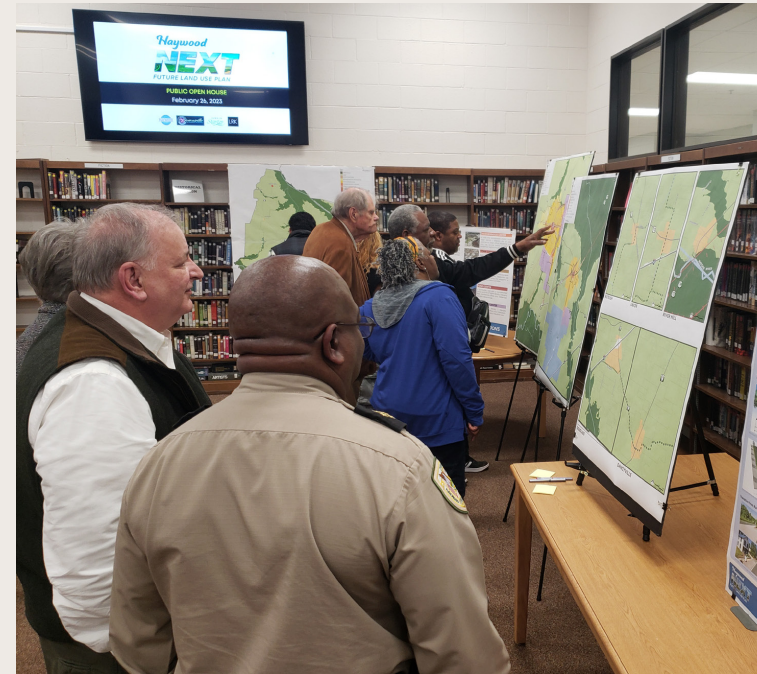
Many residents expressed continued concern about the impact of new development on property taxes, property values, and land sales. Public feedback was generally upbeat and continued to benefit from the same passion and dedication observed throughout the process. Some residents had questions pertaining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



# Future Land Use Plan

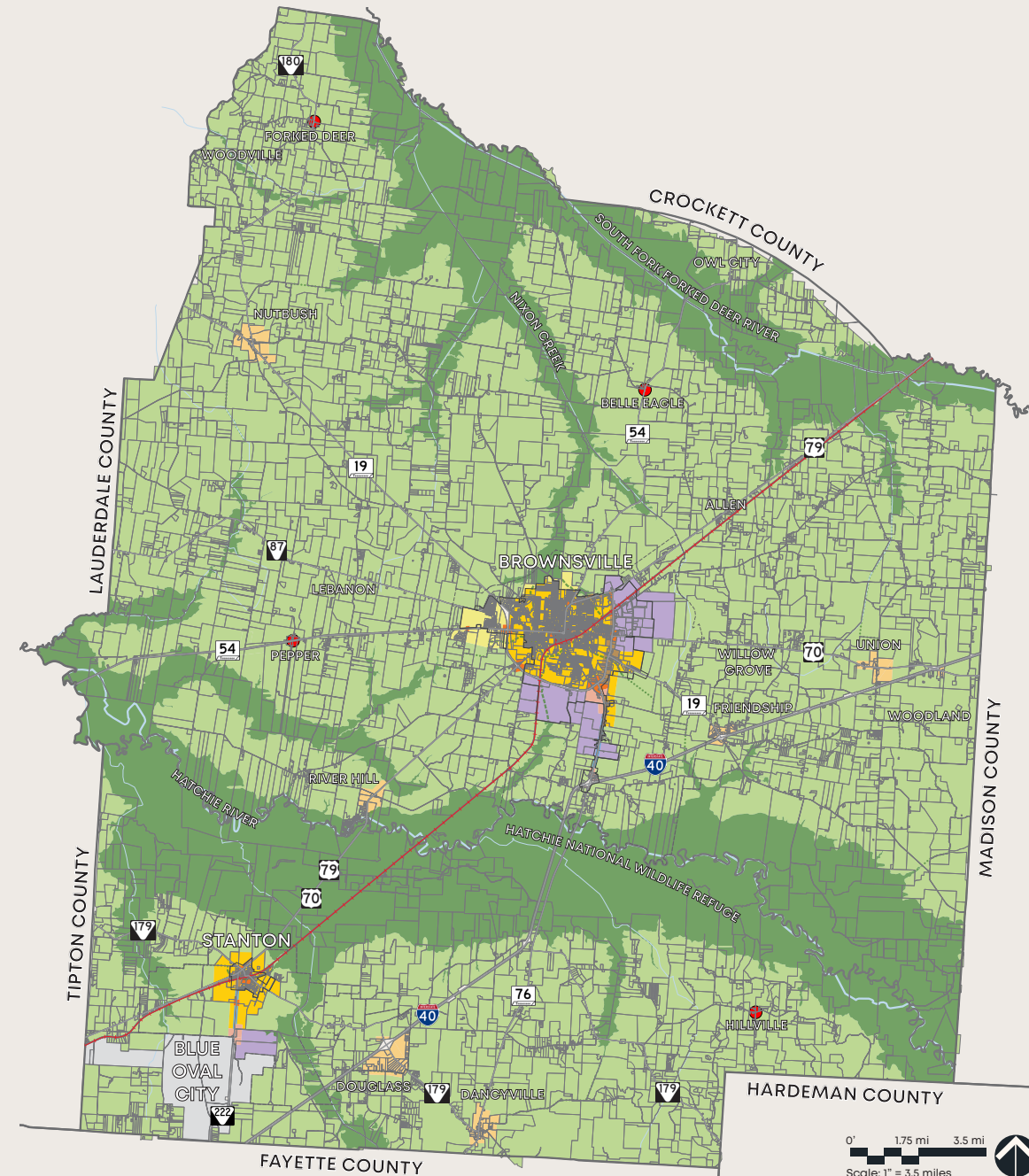
## Summary

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

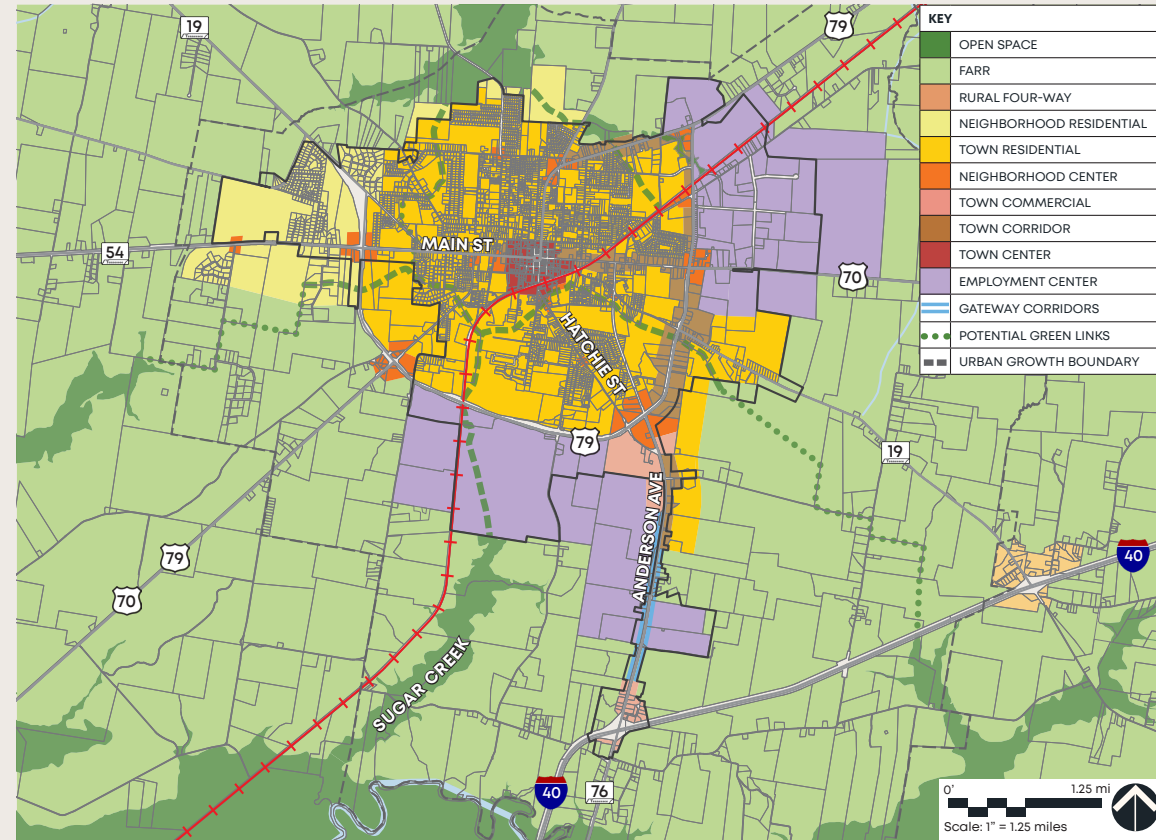
- 1 Growth Principle #1**  
**Grow & Protect**
- 5 Growth Principle #5**  
**High-Quality & Inclusive**
- 2 Growth Principle #2**  
**Guide & Focus**
- 6 Growth Principle #6**  
**Maintaining Attainability**
- 3 Growth Principle #3**  
**Invest in Existing**
- 7 Growth Principle #7**  
**Improve Connectivity**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



Key		
<span style="display: inline-block; width: 15px; height: 10px; background-color: #4CAF50; border: 1px solid black;"></span> Open Space	<span style="display: inline-block; width: 15px; height: 10px; background-color: #FF9800; border: 1px solid black;"></span> Neighborhood Center	<span style="display: inline-block; width: 10px; height: 10px; background-color: red; border-radius: 50%; border: 1px solid black;"></span> Community Focused Investment
<span style="display: inline-block; width: 15px; height: 10px; background-color: #8BC34A; border: 1px solid black;"></span> FARR	<span style="display: inline-block; width: 15px; height: 10px; background-color: #FFCDD2; border: 1px solid black;"></span> Town Commercial	<span style="display: inline-block; width: 15px; border-bottom: 2px solid green; margin-bottom: 2px;"></span> Gateway Corridors
<span style="display: inline-block; width: 15px; height: 10px; background-color: #FFCC80; border: 1px solid black;"></span> Rural Four-Way	<span style="display: inline-block; width: 15px; height: 10px; background-color: #FFCC80; border: 1px solid black;"></span> Town Corridor	<span style="display: inline-block; width: 10px; height: 10px; border-bottom: 2px dashed green; margin-bottom: 2px;"></span> Potential Green Links
<span style="display: inline-block; width: 15px; height: 10px; background-color: #FFEB3B; border: 1px solid black;"></span> Neighborhood Residential	<span style="display: inline-block; width: 15px; height: 10px; background-color: #FF8A65; border: 1px solid black;"></span> Town Center	
<span style="display: inline-block; width: 15px; height: 10px; background-color: #FFCC80; border: 1px solid black;"></span> Town Residential	<span style="display: inline-block; width: 15px; height: 10px; background-color: #9575CD; border: 1px solid black;"></span> Employment Center	



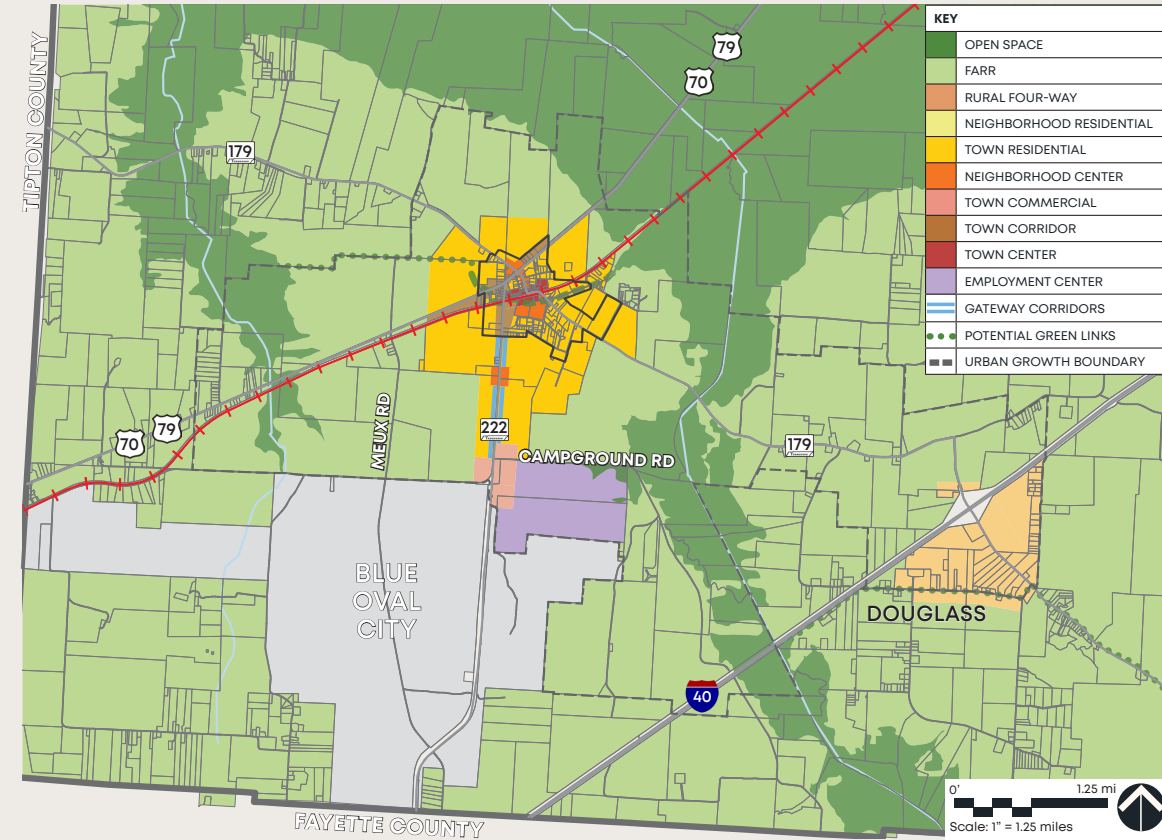
# Future Land Use Plan - Brownsville



### 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

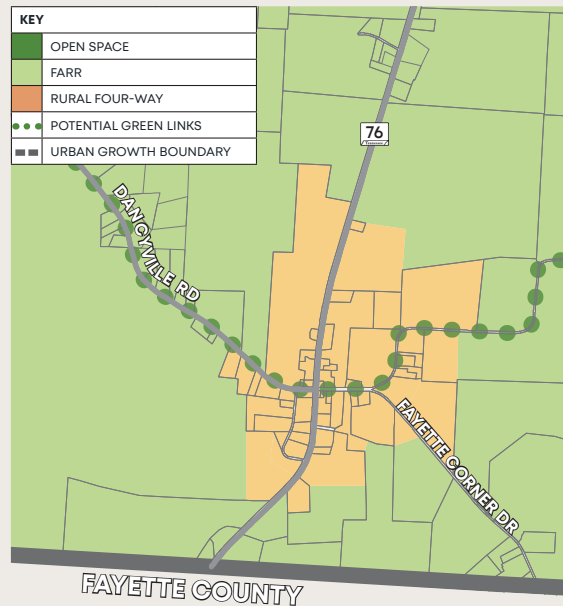
The Town of Stanton Future Land Use Plan describes a land-use and future development pattern that is very much focused in and adjacent to the existing Town. The Vision for a vibrant, well-scaled and mixed-use "Depot Square" is reflected in the "Town Center" and "Neighborhood Center" areas in the heart 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

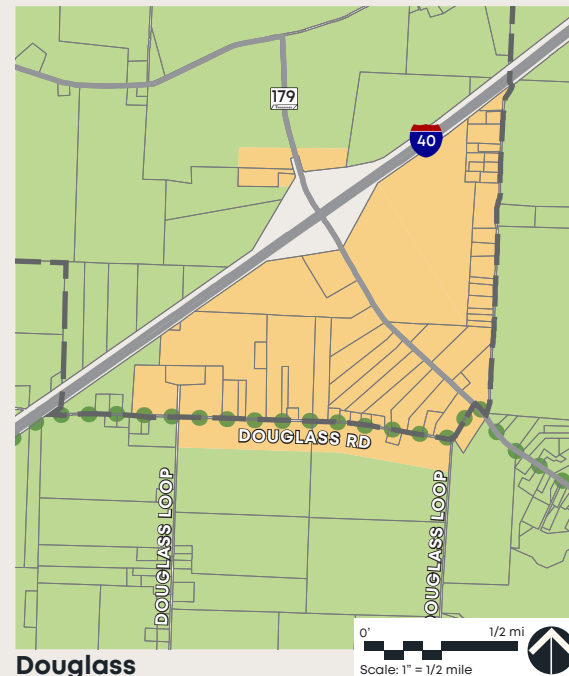
## Summary

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.



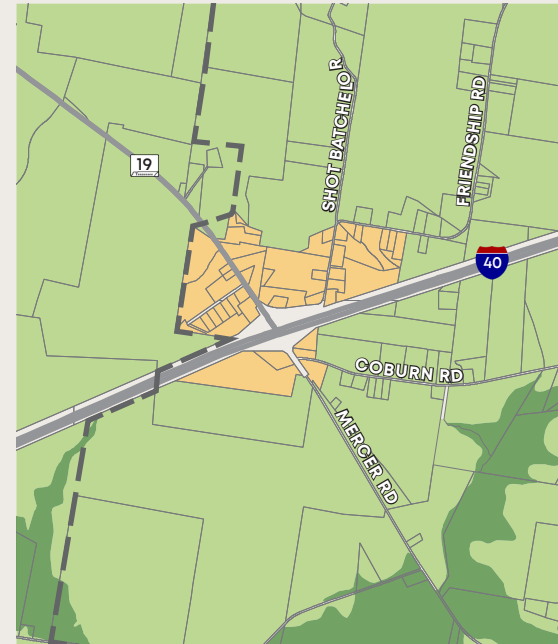
Dancyville



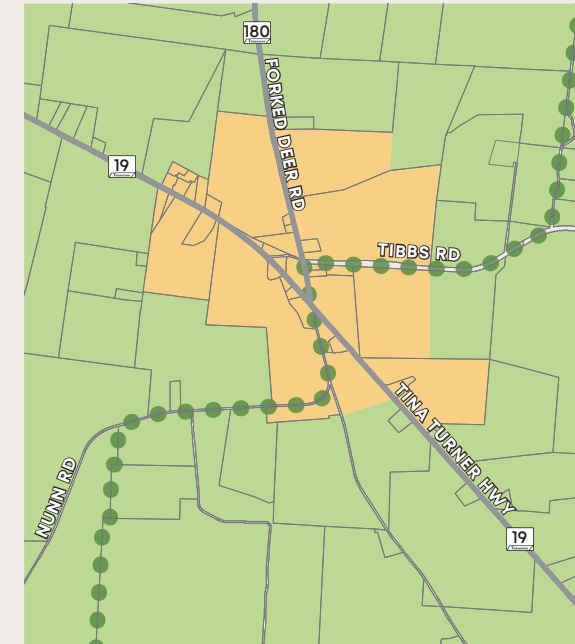
Douglass

DRAFT

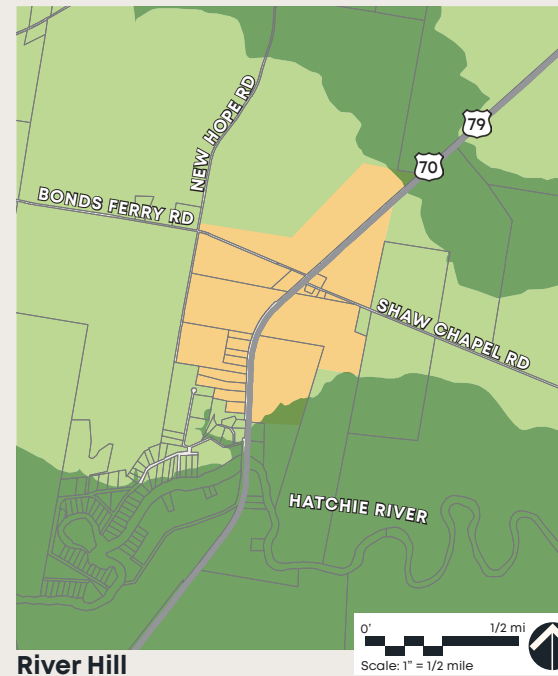
# Future Land Use Plan - Communities



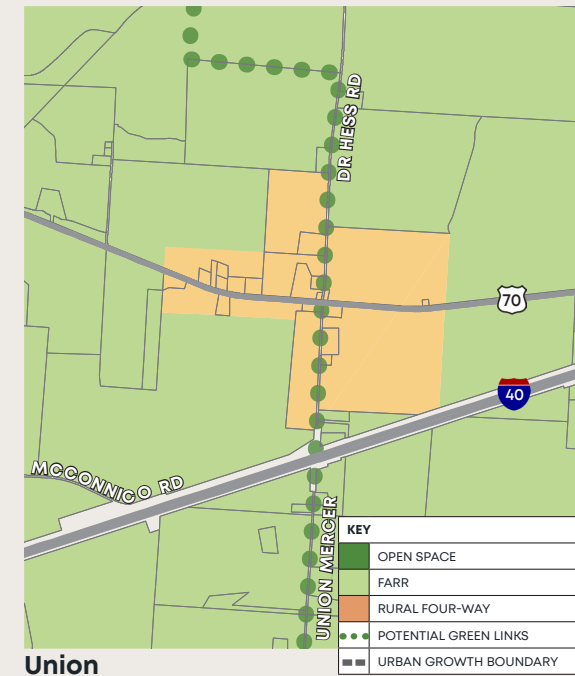
Friendship



Nutbush



River Hill



Union

DRAFT



# Neighborhood Residential

## Land Use Intent

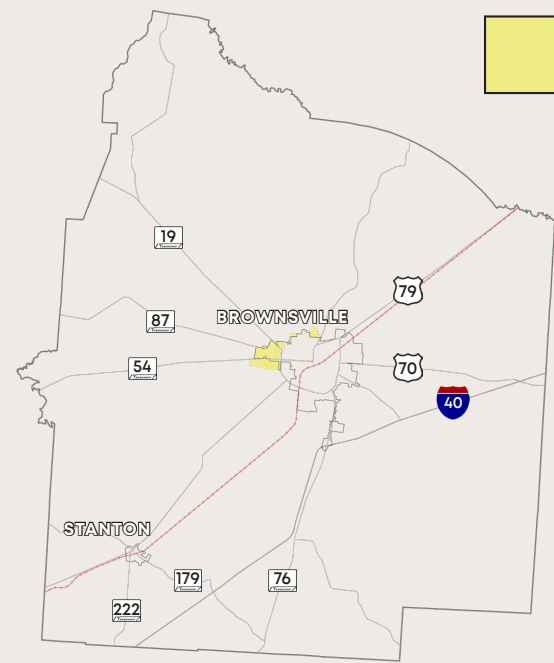
An essential component of communities, Neighborhood Residential offers a range of home types and scales for people to live near amenities, services, and other residents. Typically, Neighborhood Residential areas are located within or on the outskirts of municipal boundaries. Small-scale contextual commercial, 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

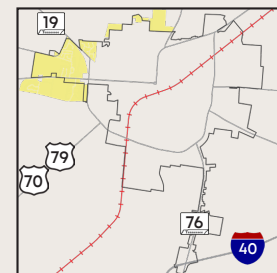
Building forms are characterized by single-family detached homes and where appropriate, duplexes, townhomes and small-scale multi-family homes, compatible with the scale and character of the neighborhood. Parks and public space that encourage outdoor recreation, social connections, and a sense of belonging 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

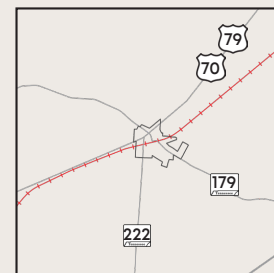
<b>Development Pattern</b>	Detached & attached residential
<b>Residential Density</b>	4.0 - 8.0 dwellings units / acre (typical)
<b>Non-Residential Intensity</b>	Restricted to small-scale, neighborhood oriented commercial upon special consideration
<b>Building Height</b>	1 - 2.5 stories
<b>Public Space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



Haywood County - Neighborhood Residential Place Type



Brownsville



Stanton

## 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

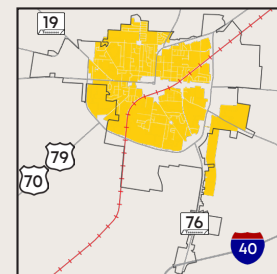
Town Residential enables neighborhoods with a diverse range of housing options, fostering a balanced and inclusive environment for a broad range of households, families, ages, and incomes. Typically, they are located within municipal limits, and contribute to community vitality and livability. A sense 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

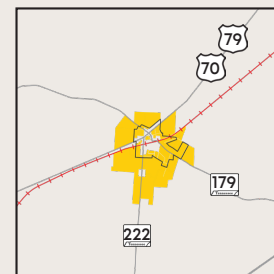
Building forms are characterized primarily by a mix of housing types, ranging from single-family homes, townhomes, and multi-family homes. Streets incorporate sidewalks and pedestrian-friendly features such as pedestrian scaled lighting and street trees. Green spaces, parks, and community amenities should 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.

## General Development Form

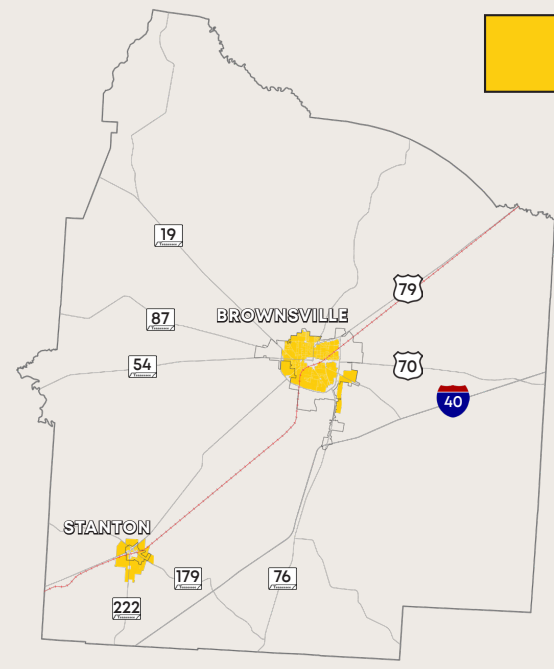
<b>Development Pattern</b>	Moderate intensity buildings
<b>Residential Density</b>	6.0 - 12.0 dwelling units / acre (typical)
<b>Non-Residential Intensity</b>	Approximately 0.5 FAR (typical), neighborhood oriented commercial upon special consideration
<b>Building Height</b>	1 - 3 stories
<b>Public Space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



Brownsville



Stanton



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.



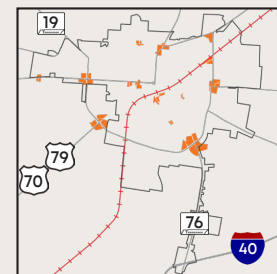
# Neighborhood Center

## Land Use Intent

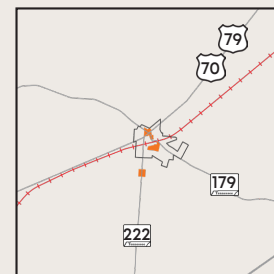
Neighborhood Centers are local activity nodes often composed of a mix of uses to provide improved access to services and goods. Typically, these nodes are walkable and convenient to adjacent neighborhoods. Frequently, Neighborhood Centers will include restaurants, shopping, local businesses, public space, 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.



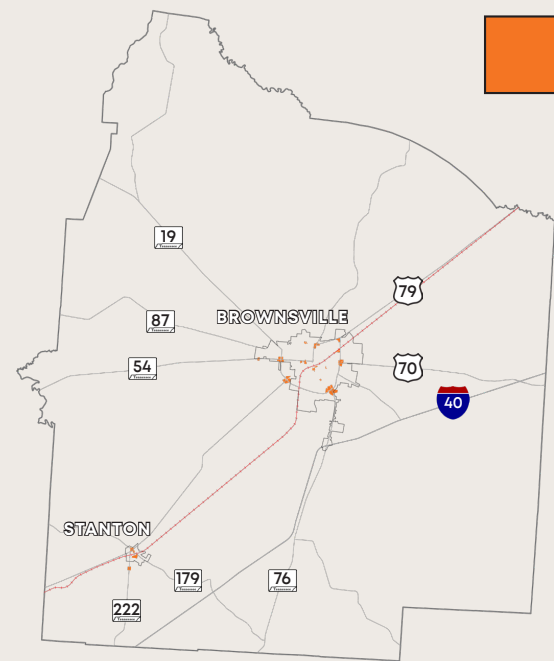
Brownsville



Stanton

## General Development Form

<b>Development Pattern</b>	Lower to moderate intensity single use & mixed-use buildings
<b>Residential Density</b>	6.0 - 18.0 dwelling units / acre (typical)
<b>Non-Residential Intensity</b>	Approximately 0.35 - 0.5 FAR (typical)
<b>Building Height</b>	1 - 3.5 stories
<b>Public Space Features</b>	Activated & programmed parks, small plazas, greenways, pocket parks
<b>Parking</b>	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 Corridor

## Land Use Intent

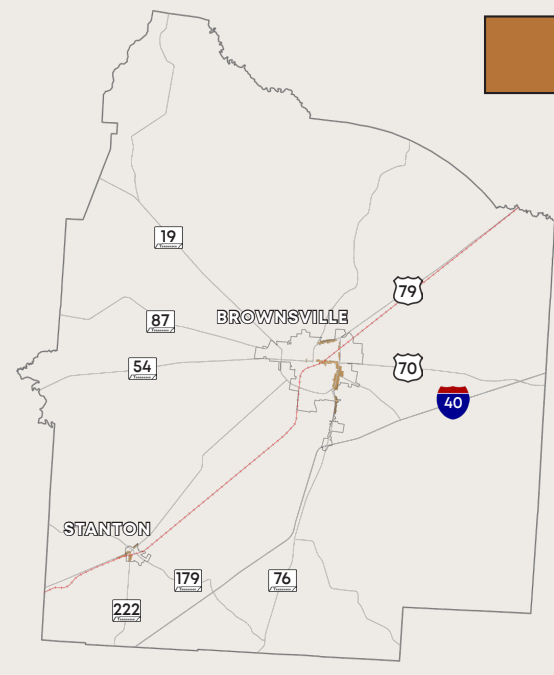
Town Corridor is a linear pattern of moderate to higher density along primary transportation corridors. These corridors vary in character and use ranging from established residential neighborhoods, attached housing, civic, commercial, office, and industrial uses. Redevelopment may consist of a vertical 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

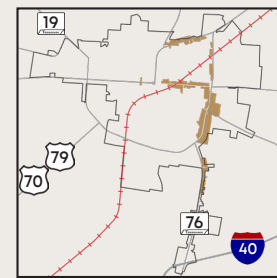
Building forms may be characterized by small to medium format retail and outparcels along the frontage of roadways and may consist of a horizontal or vertical mix of uses. Improved pedestrian and vehicular connectivity should be well integrated along the roadway network to other uses and buildings within 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.

## General Development Form

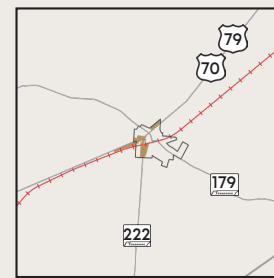
<b>Development Pattern</b>	Linear pattern of moderate to high single-use and mixed-use
<b>Residential Density</b>	6.0 - 18.0 dwelling units / acre (typical)
<b>Non-Residential Intensity</b>	Approximately 0.5 FAR (typical)
<b>Building Height</b>	1 - 5 stories
<b>Public Space Features</b>	Activated & programmable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



Haywood County - Town Corridor Place Type



Brownsville



Stanton

## 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.



# Employment Center

## Land Use Intent

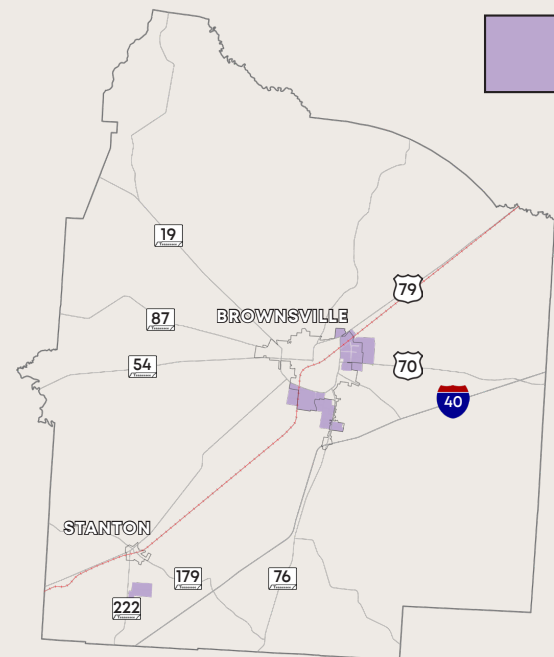
The Employment Center area enables uses such as office campuses, research facilities, distribution centers, and light and heavy industry. Providing an environment that nurtures talent and encourages creativity, Employment Center strives to foster a diverse and healthy economic, employment, and fiscal 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 transverse 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

<b>Development Pattern</b>	Low to high intensity buildings
<b>Residential Density</b>	N/A
<b>Non-Residential Intensity</b>	Approximately 0.35 - 0.5 FAR (typical) ground floor
<b>Building Height</b>	Up to 4 stories or 45 feet (typical)
<b>Public Space Features</b>	Landscape buffers along roads, greenways, improved stormwater features
<b>Parking</b>	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.



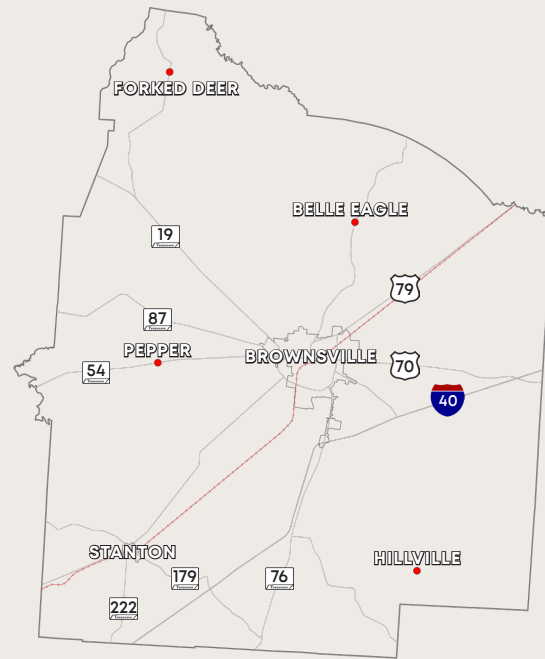
Office campuses should incorporate pedestrian and vehicular connectivity within and to adjacent neighborhoods.



# 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

## Conclusions

The strategies outlined above 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.

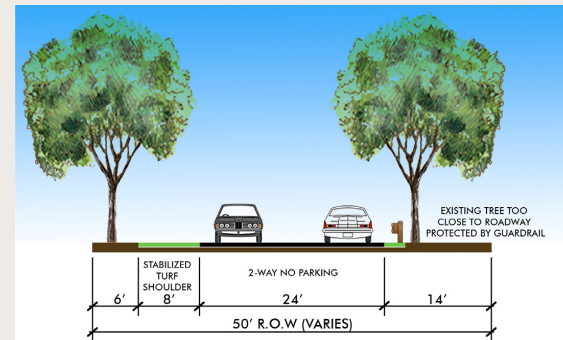
Additional steps such as development of street design guidelines, funding allocations, and programming of transportation network enhancements will all be required to implement the above strategies, but these strategies will allow Haywood County to realize the vision set forth in the Future Land Use Plan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

### Transition from Rural Area to Rural Four-Way

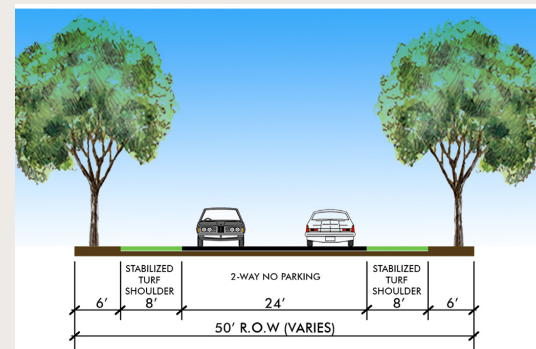


Example of a Rural Road Transition into a Four-Way, Aldie, VA

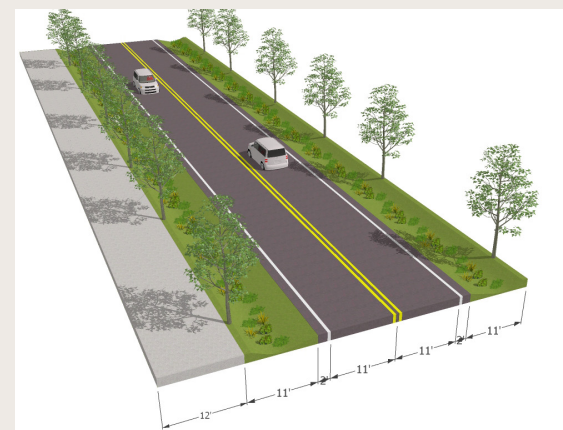
## Rural Road



Rural Road with Guardrail to protect existing trees



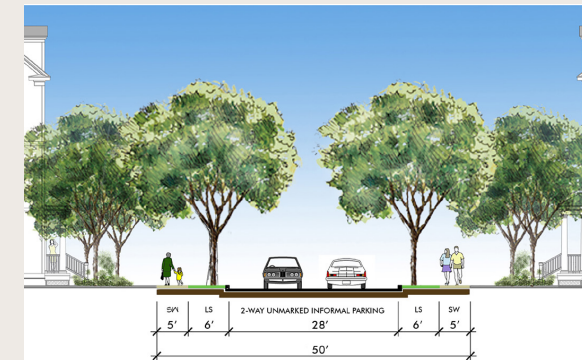
Rural Road (Typical). Improvements designed to accommodate additional width associated with movement of farm equipment.



Rural road with Multi-modal Trail.

# Sample Street Sections

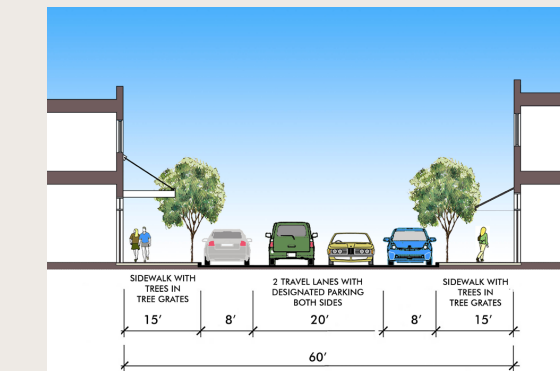
## Neighborhood Street



Neighborhood Street (Typical)



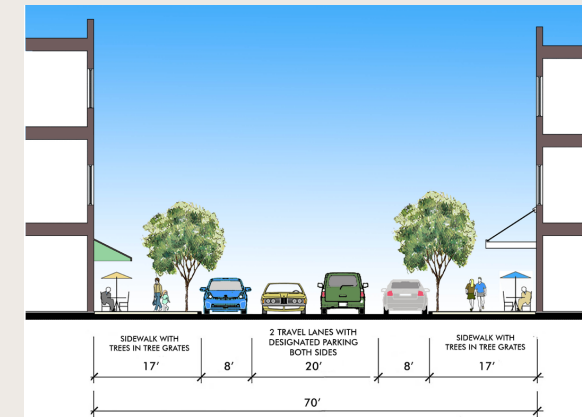
## Town Street



Two Lane Town Street (Section)



## City Street



Two Lane City Street



## Using the Future Land Use Plan

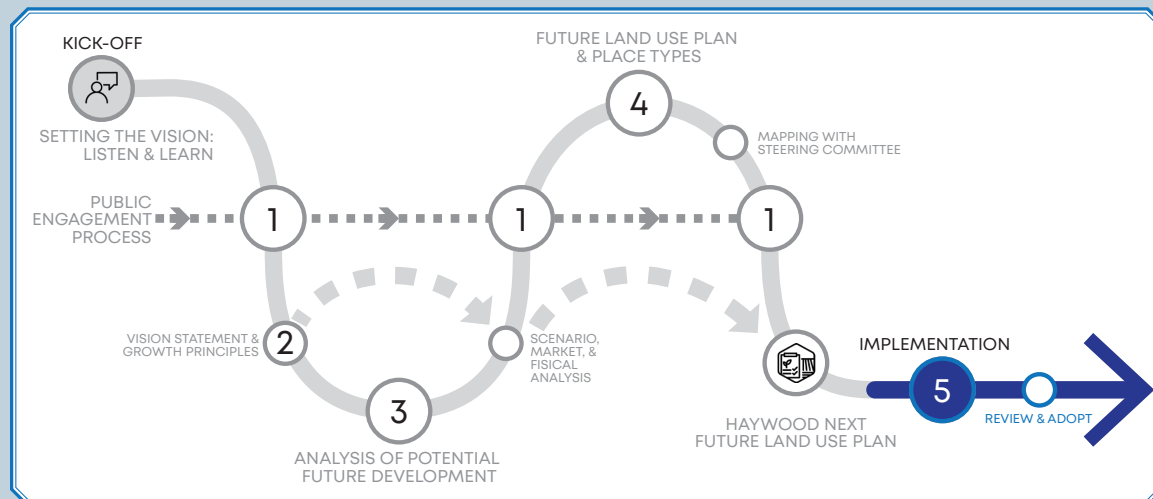
The Haywood Next Future Land Use Plan serves as a guide to inform future land use decisions including regulations, intensities of use, and patterns of development. The recommendations contained within this report are intended to supplement Haywood County's Zoning Ordinances. This document provides policy 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
















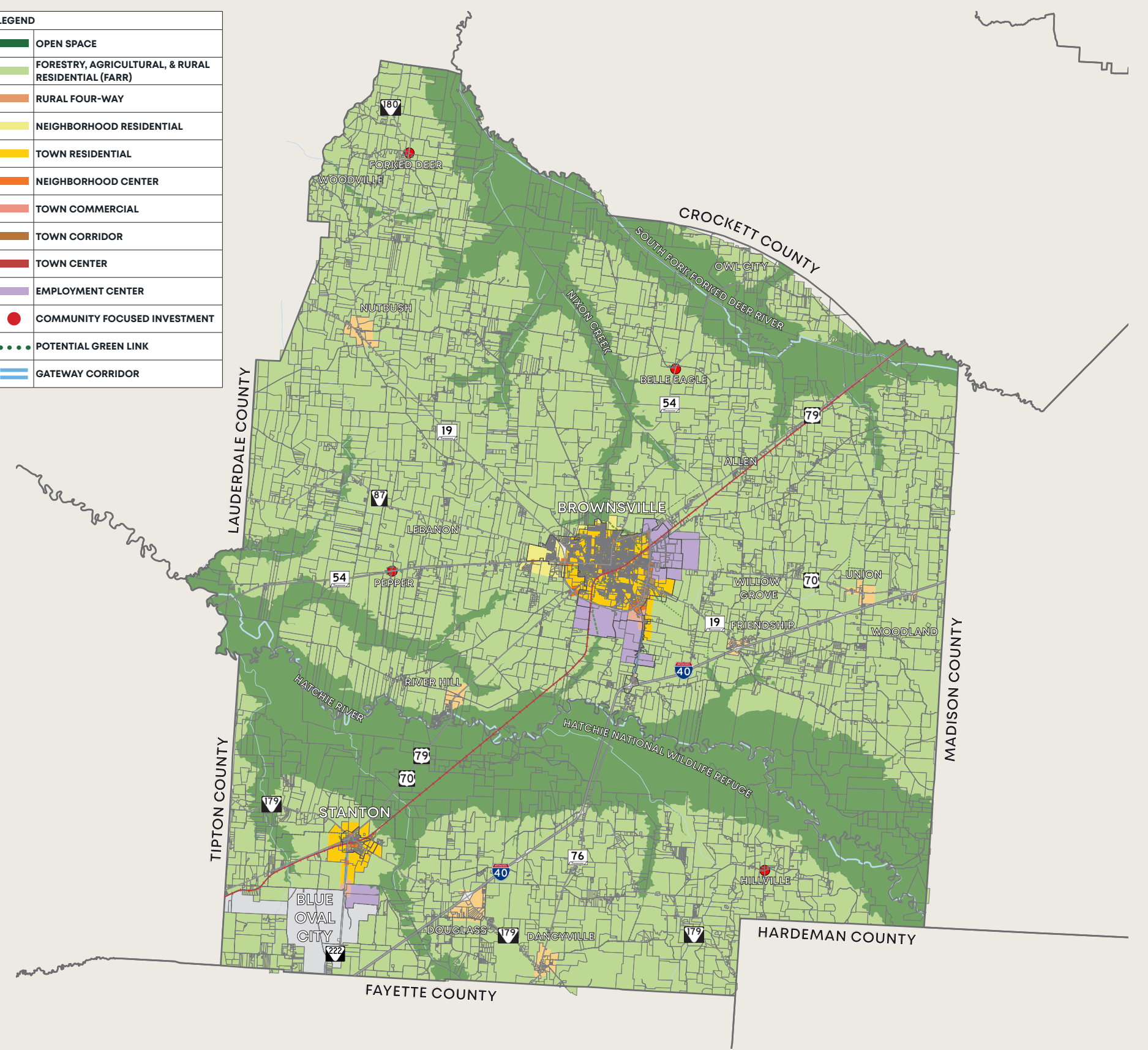
## Next Steps

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	Near Term Action (2-3 Years)
<ol style="list-style-type: none"> <li>1. Adoption of the Future Land Use Plan amendment process.</li> <li>2. Define and adopt the formal Future Land Use Plan.</li> <li>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.</li> <li>4. Collaborate with adjacent communities to identify regional infrastructure opportunities and partnerships.</li> </ol>	<ol style="list-style-type: none"> <li>9. Revisit the Interim Development and Design Guidelines to determine what changes should be made in relation to the Future Land Use Plan.</li> <li>10. Craft a county-wide Green Print Plan which:                             <ol style="list-style-type: none"> <li>a. Defines locations and program for new and improved neighborhood and regional parks and open spaces.</li> <li>b. Enhances the quality of life for existing and incoming residents and investment</li> <li>c. Encourages an active and healthy lifestyle</li> <li>d. Capitalizes on the value of area assets</li> </ol> </li> </ol>
Priority Action (1-2 Years)	Long Term Action (3-5 Years)
<ol style="list-style-type: none"> <li>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.</li> <li>6. Identify and develop critical Small Area Plans to guide development at potential locations.</li> <li>7. Update the Major Road Plan Network informed in part by the Future Land Use Plan recommendations.</li> <li>8. Update Facility Master Plans based on the Future Land Use Plan recommendations.</li> </ol>	<ol style="list-style-type: none"> <li>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:                             <ol style="list-style-type: none"> <li>a. New major economic development</li> <li>b. Construction of Regional Wastewater treatment system</li> </ol> </li> <li>12. Establish an Aquifer and Water Quality Plan to ensure a safe water supply for future generations.</li> <li>13. Plan for resilient utility, water, stormwater, and sewer infrastructure.</li> </ol>

# Recommendation Decision

LEGEND	
	OPEN SPACE
	FORESTRY, AGRICULTURAL, & RURAL RESIDENTIAL (FARR)
	RURAL FOUR-WAY
	NEIGHBORHOOD RESIDENTIAL
	TOWN RESIDENTIAL
	NEIGHBORHOOD CENTER
	TOWN COMMERCIAL
	TOWN CORRIDOR
	TOWN CENTER
	EMPLOYMENT CENTER
	COMMUNITY FOCUSED INVESTMENT
	POTENTIAL GREEN LINK
	GATEWAY CORRIDOR



# Next Steps

## Haywood Next: Future Land Use Plan Review and Approval Process

### Next Steps:

- TischlerBise Final Report
- Update Project Website
- Legislative Worksessions: County and Town -  
Dates to be determined
- Legislative Review, Consideration, and Approval(?) -  
Schedule to be determined

**Questions?**

Thank you

Send questions to:

[haywood@lrk.com](mailto:haywood@lrk.com)

Jonathan Flynt at [jflynt@lrk.com](mailto:jflynt@lrk.com)

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