



# *Wilson County*

## **MASTER LAND USE PLAN**

Dr. Paul Stumb

Cumberland University

Randall Hutto

Wilson County Mayor

Mike Matteson

Williamson County Community  
Development Director



# **WILLIAMSON COUNTY LAND USE PLAN AND POLICIES**





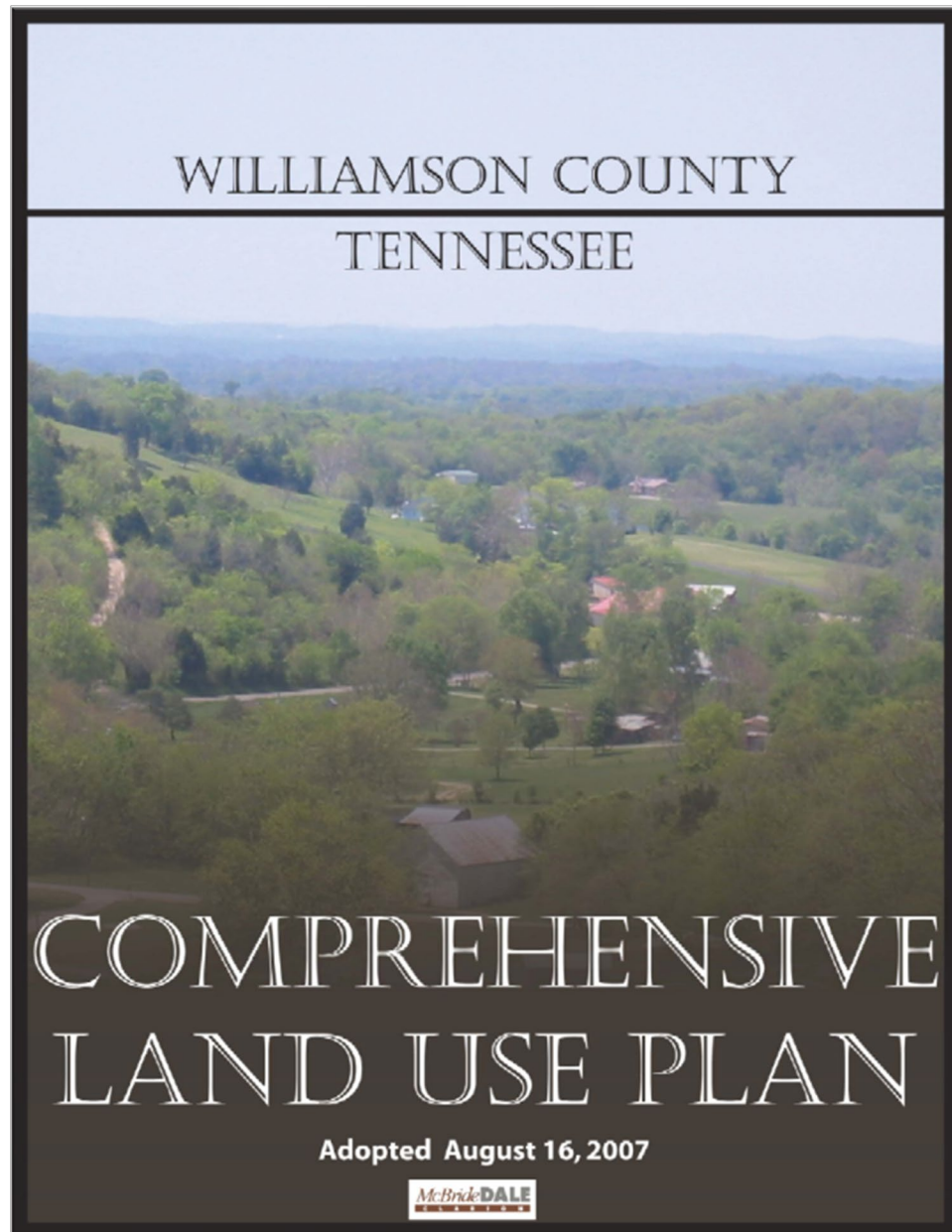
# Williamson County Community Character





# Wilson County Community Character

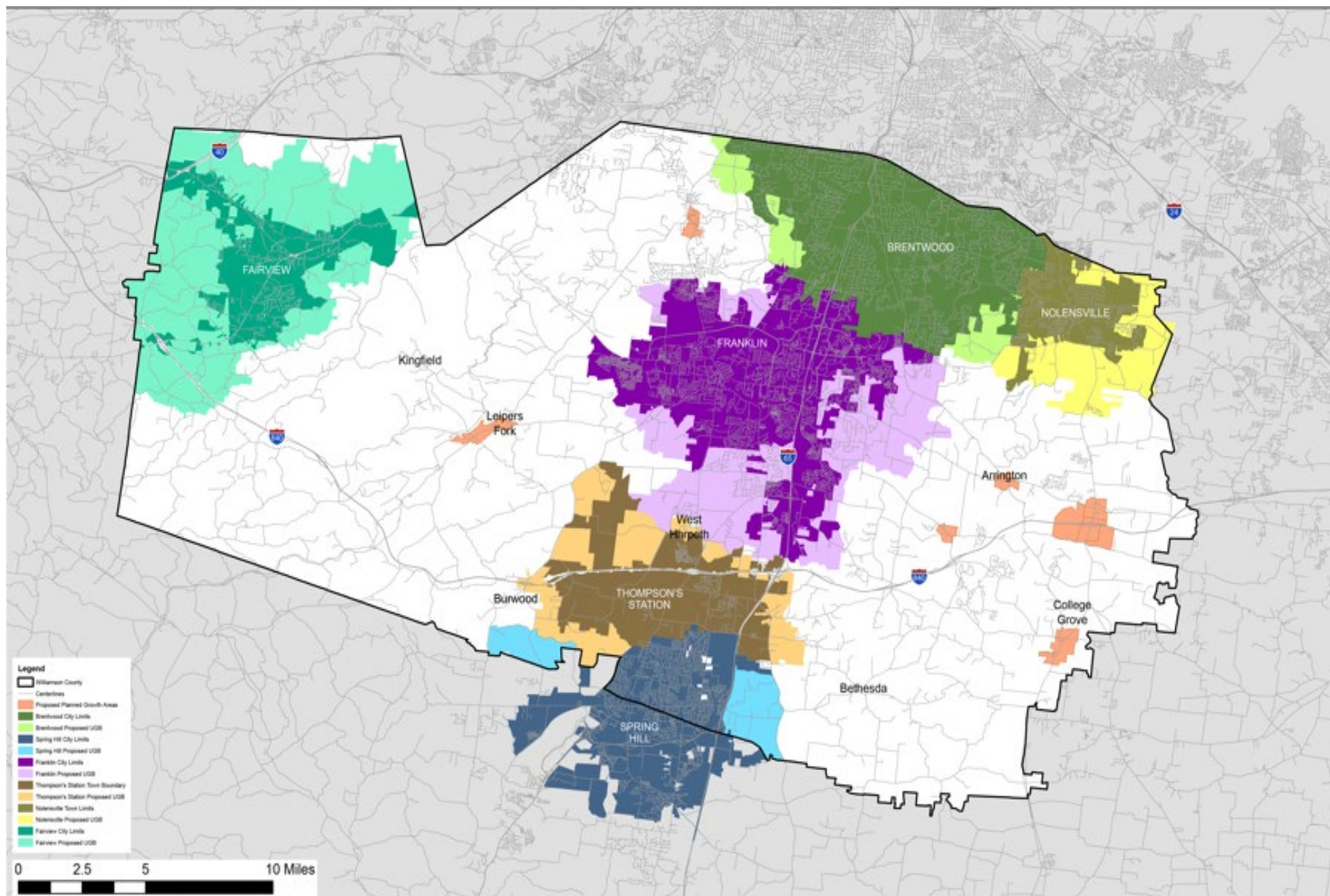




# 2007 Comprehensive Plan

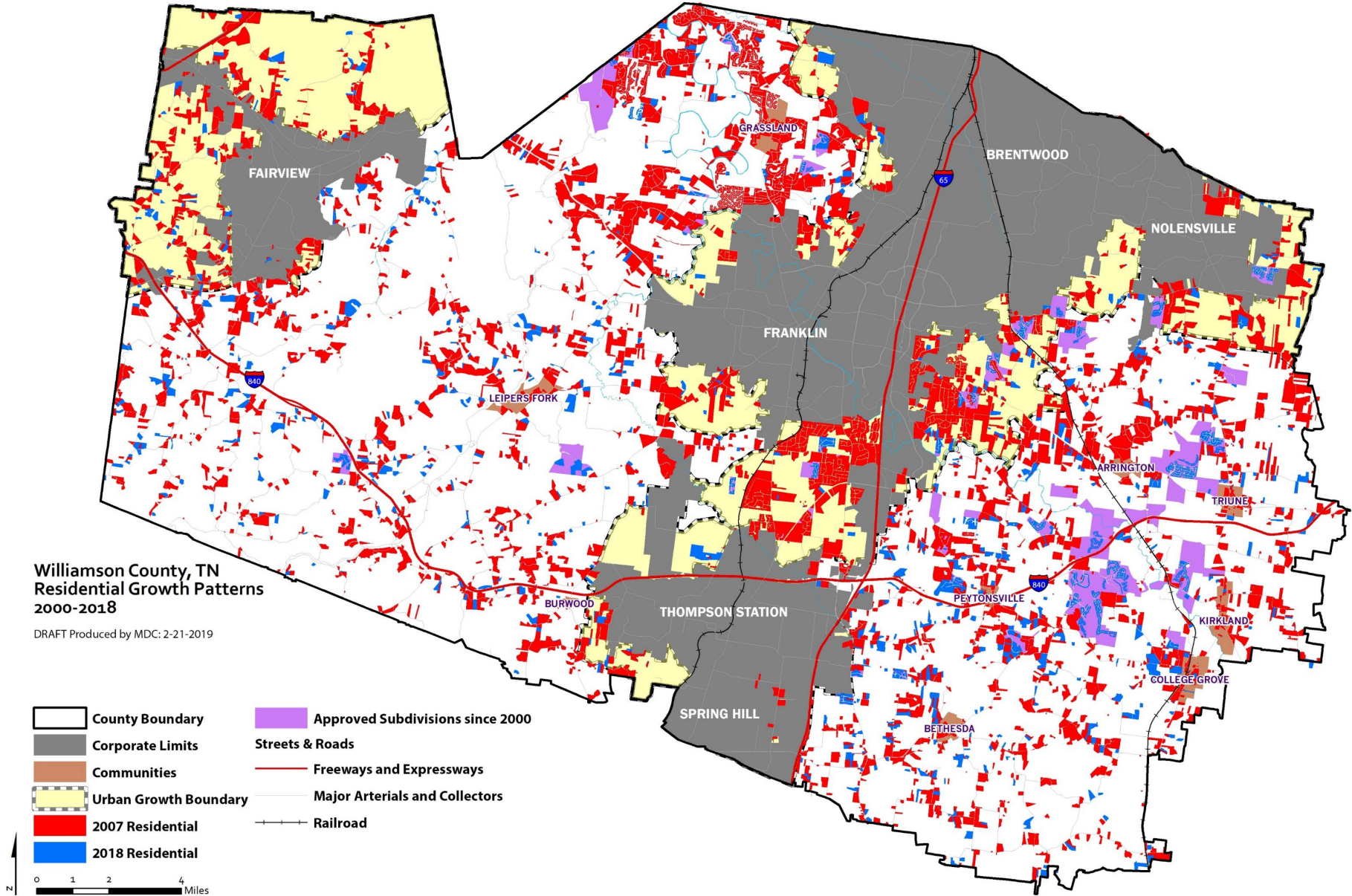
- Extensive public participation process
- Addresses land use, infrastructure, natural resources, housing etc.
- Predominant theme was to preserve rural character and to focus the majority of growth in key areas – Urban Growth Boundaries
- However, plan did not call for changes in established densities





# Residential Development Patterns

## RESEARCH & ANALYSIS





# Population Breakdown

## RESEARCH & ANALYSIS

**248,000**

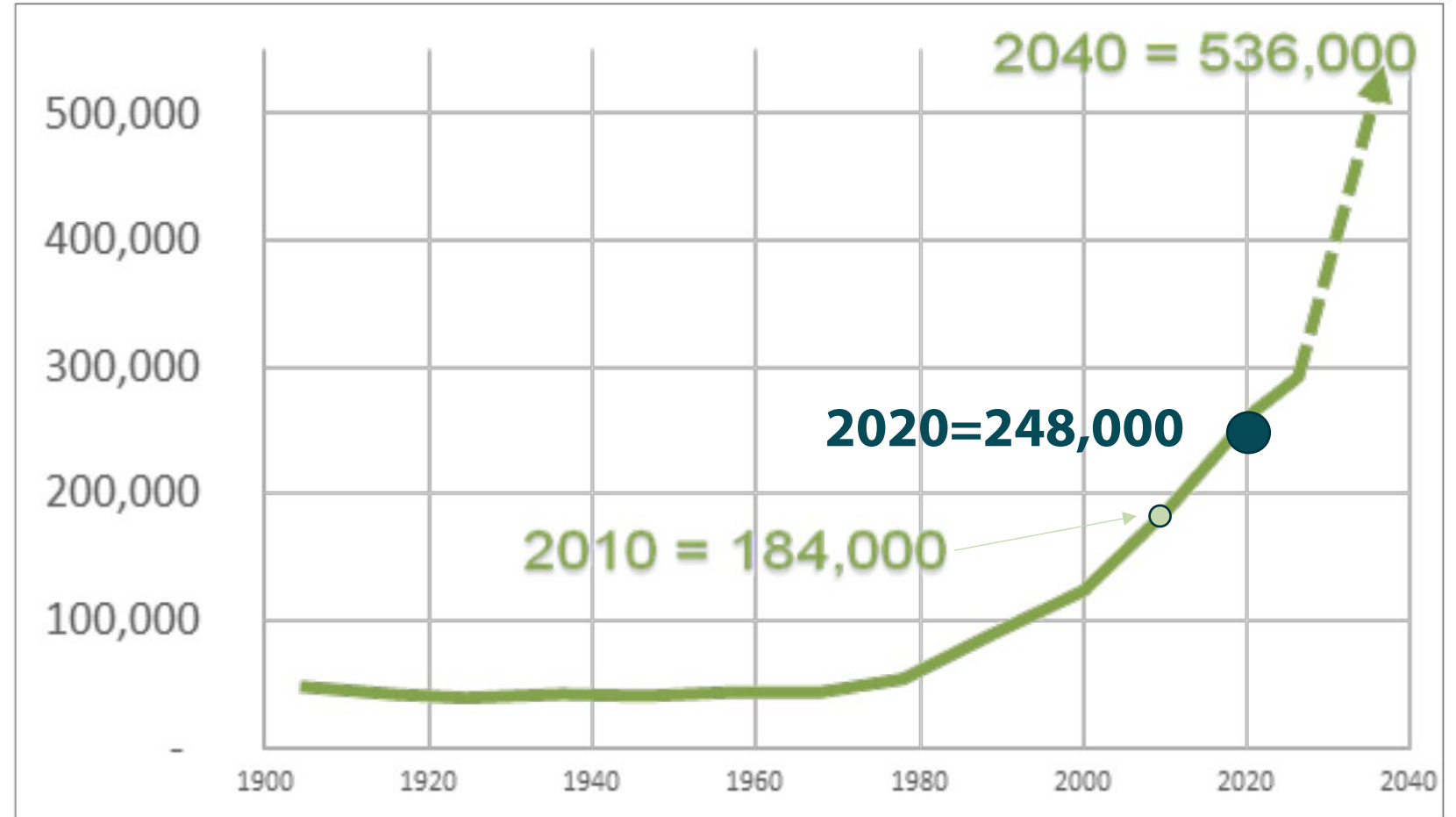
2020  
Williamson  
County-wide  
Population

**288,000**

Additional  
people by  
2040

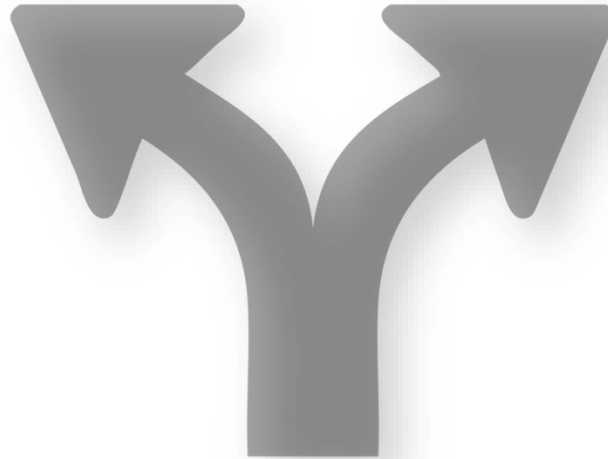
**536,000**

Williamson  
County  
Forecast 2040



# The Policy Fork in the Road

**Does the county still want to preserve rural character in outlying areas by focusing the majority of growth in and around the municipalities?**



**Does the county want to conclude that the continuation of suburban development sprawling into rural areas is acceptable and that the previous policies are no longer appropriate?**



# Growth Scenarios

## Two Growth Scenarios

1. Business as Usual
2. Town & Country

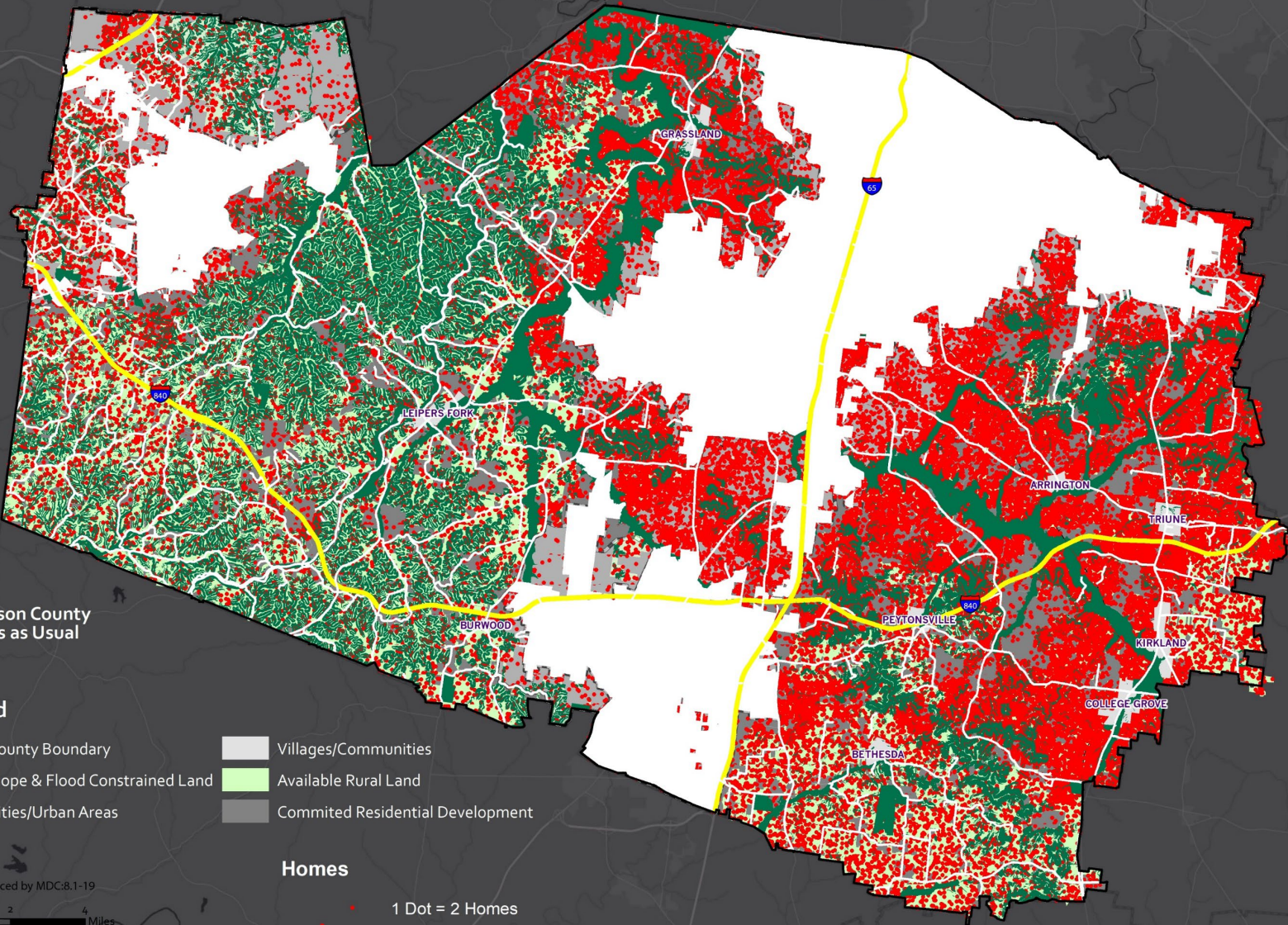
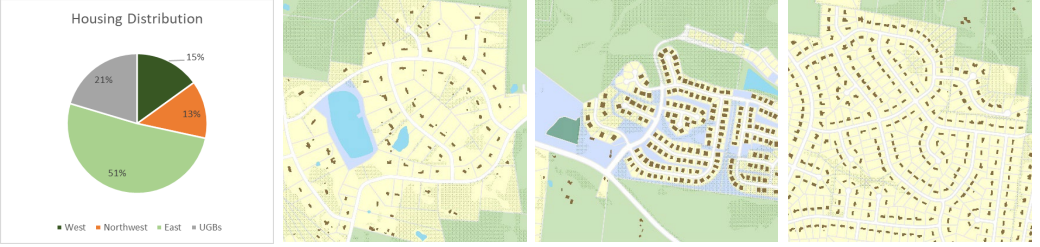
### Evaluation Criteria

Community Character

Traffic/Road Improvement Needs

Overall Fiscal Impacts

# Business as Usual Scenario 1



**~82,700**  
outside  
UGBs

**2.08 AC**  
average size of  
new residential  
lots outside UGB



**~\$5 Billion**  
Cumulative 20-Year  
Cost of Growth  
Outside UGBs



**6**  
Trips/Acre

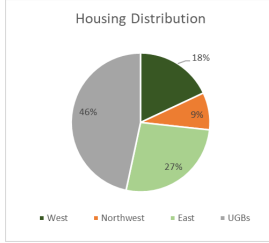


**~\$330 Million**  
Transportation  
improvements



# Town & Country Scenario 2

(UGB @ City Densities, Remainder of County  
with 5 acre lots)



**~48,400**  
outside  
UGBs

**4.61 AC**  
average size of  
new  
residential lots  
outside UGB

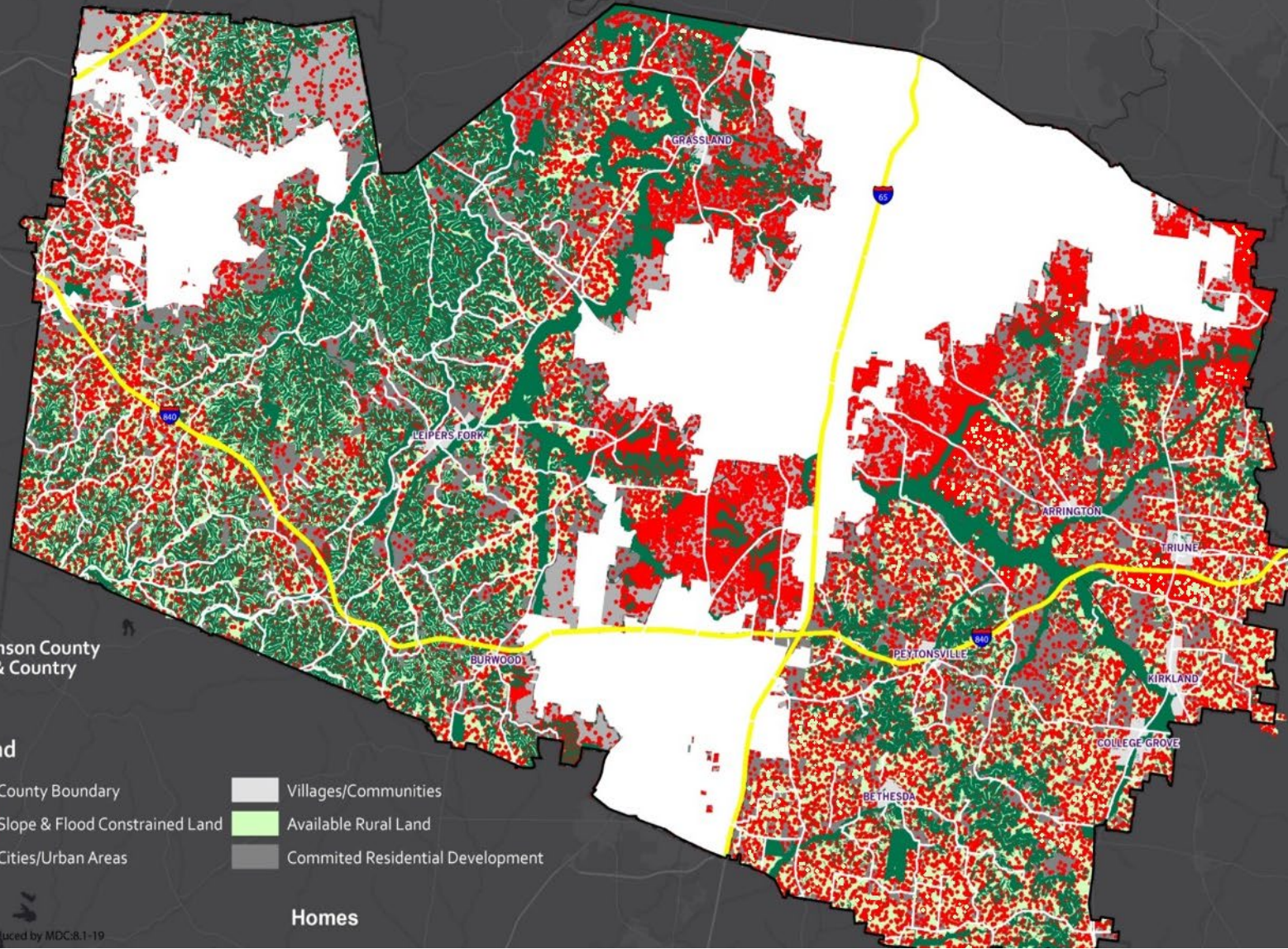


**~\$1.5 Billion**  
Cumulative 20-Year  
Cost of Growth  
Outside UGB



**3.8**  
Trips/Acre

**~\$220 Million**  
Transportation  
improvements



Williamson County  
Town & Country

## Legend

- County Boundary
- Slope & Flood Constrained Land
- Cities/Urban Areas
- Villages/Communities
- Available Rural Land
- Committed Residential Development

Homes

# Response to Scenarios

## Citizens (from public meeting and online)

- **Overwhelming support (92%) for Town & Country Scenario**

## Advisory Committee

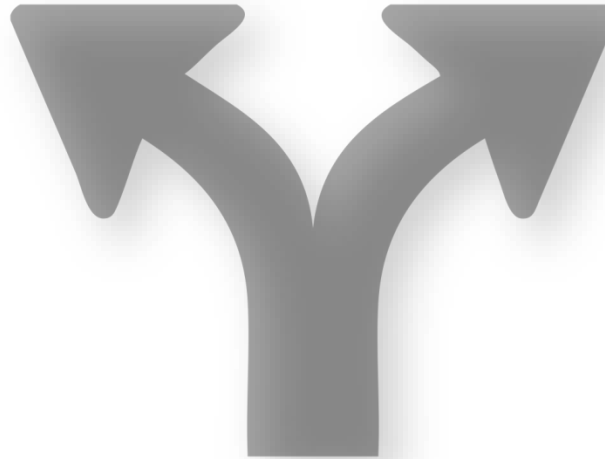
- **Unanimously decided to pursue Town & Country Scenario**

## County Commission/Planning Commission

- **General consensus to pursue Town & Country Scenario**

# The Policy Fork in the Road

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**Does the county want to conclude that the continuation of suburban development sprawling into rural areas is acceptable and that the previous policies are no longer appropriate?**

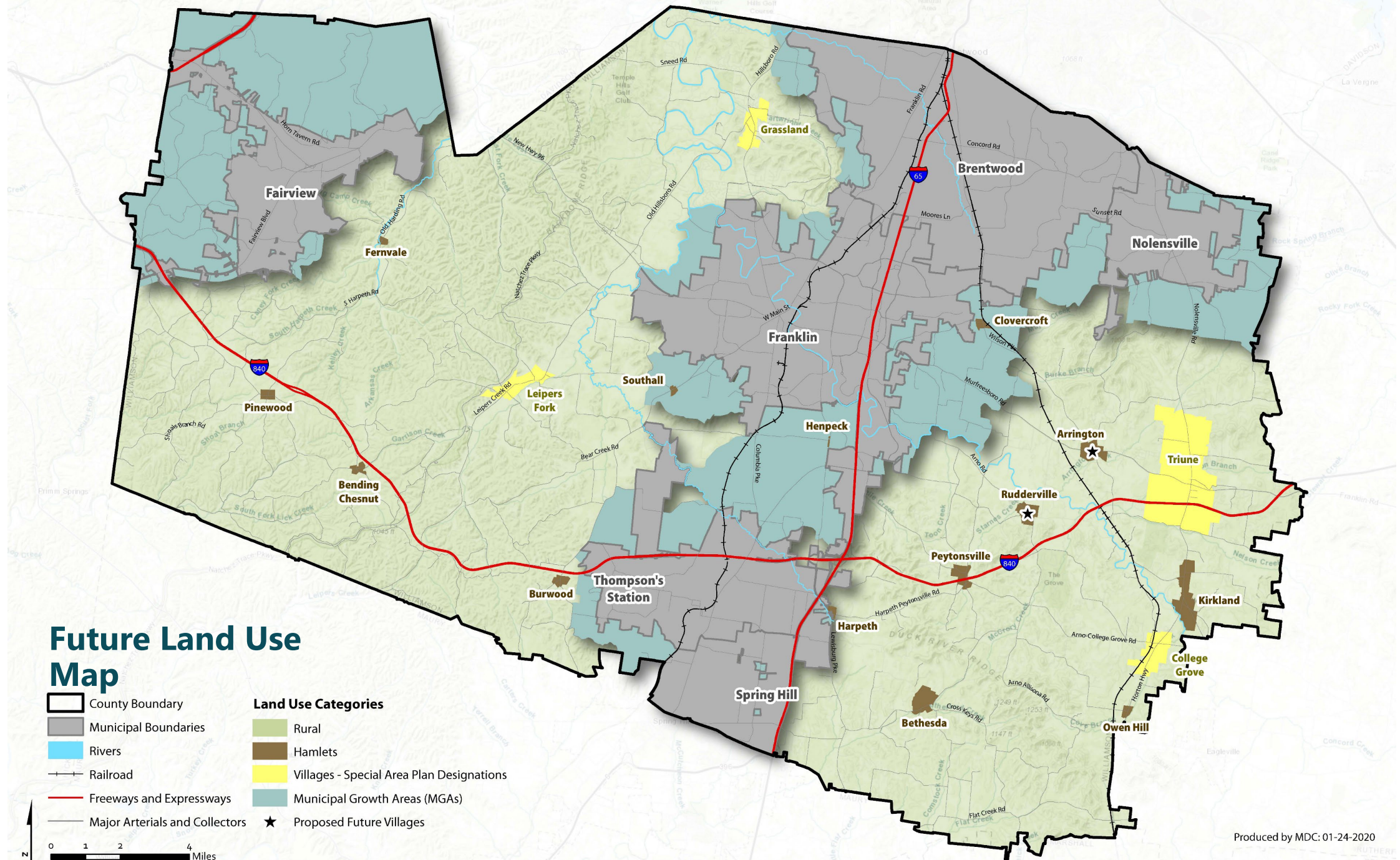


A teal-tinted photograph of a park scene. The top half shows a dense line of trees against a cloudy sky. The bottom half shows a calm river reflecting the trees, with some reeds in the foreground on the left.

# Plan Highlights

Land Use and Implementation





Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community



# Regional Growth Management

- **Municipalities and County should engage in collaborative planning to evaluate where growth should occur**
- **Has resulted in an amendment to the Williamson County Growth Plan**

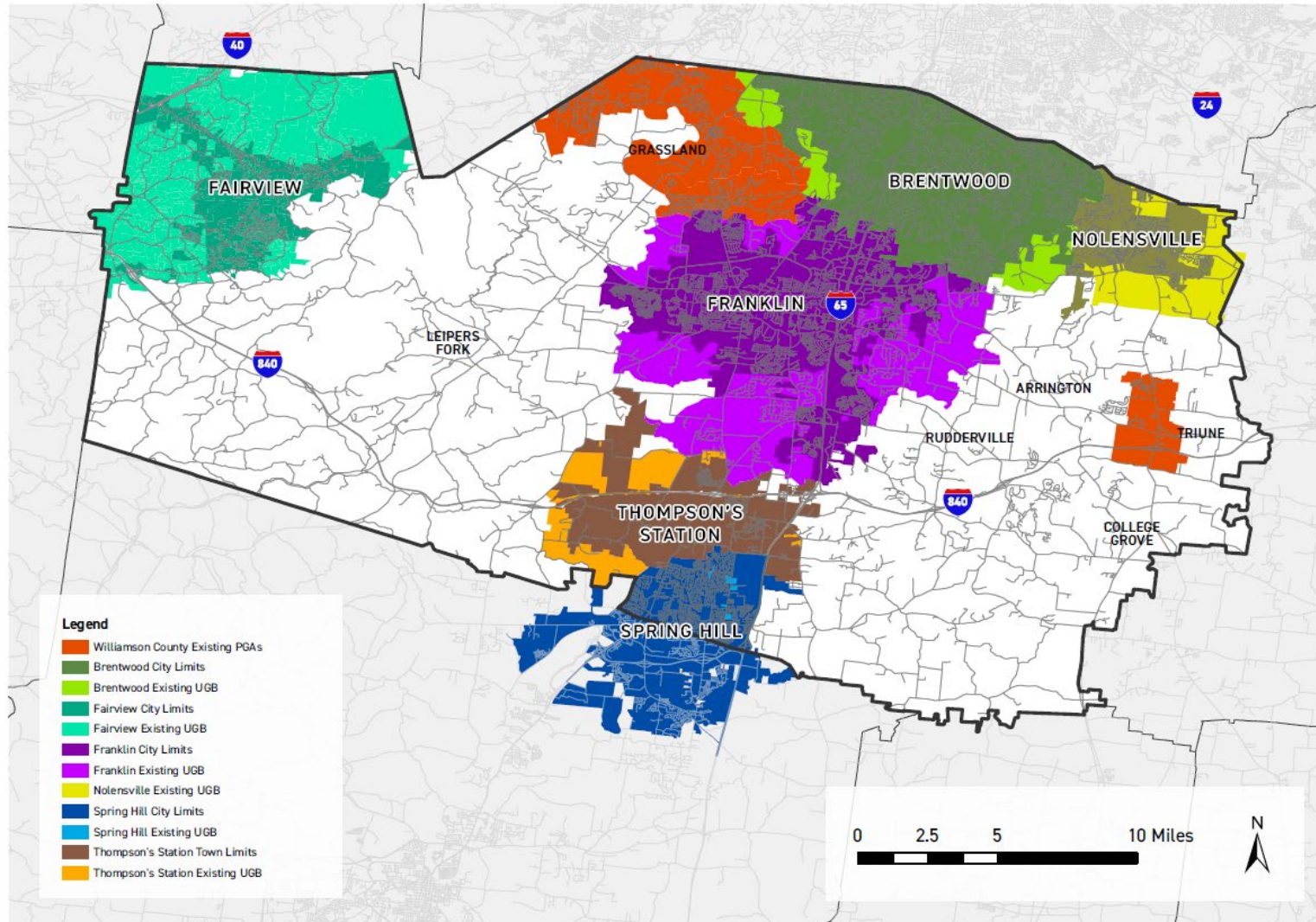




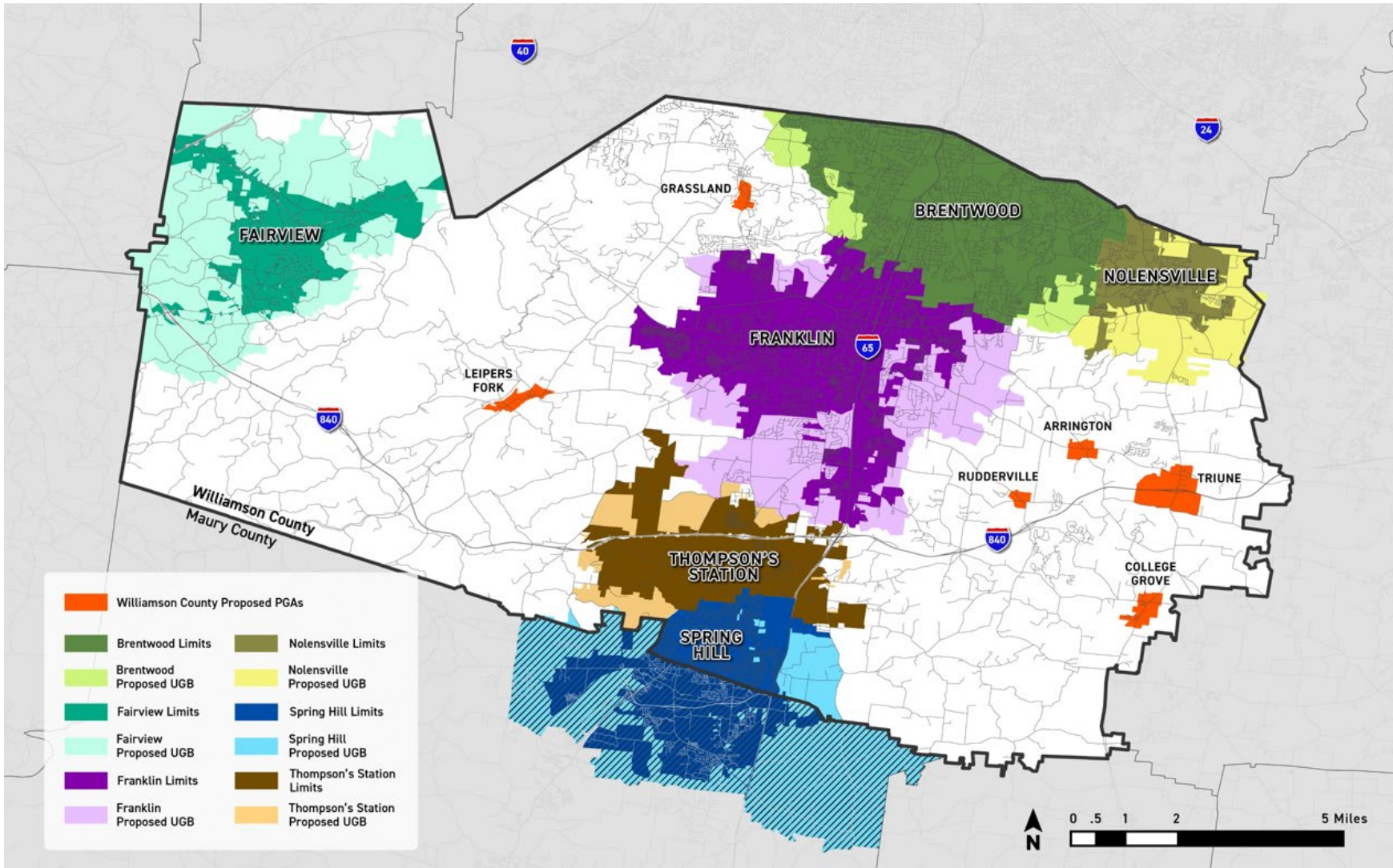
# Williamson County Growth Plan

- **County-wide plan that establishes:**
  - **Urban Growth Boundaries (UGB's) around municipalities**
  - **Planned Growth Areas (PGA's) outside of UGB's**
  - **Rural Areas**

## Williamson County, TN Existing Urban Growth Boundaries & Planned Growth Areas



# Revised Growth Plan Map





# Williamson County Growth Plan

## Goals & Implementation Strategies

- **Cities agree not to annex outside of UGBs**
- **Revisit the Plan at least every 5 years**
- **Interim development policies**
- **Advisory Group to meet quarterly**
- **Multi-jurisdictional entity related to transportation**

**Thank you!**



# *Wilson County*

## MASTER LAND USE PLAN

Jessica Hill

Greater Nashville Regional Council

REGIONAL PLANNING AREA

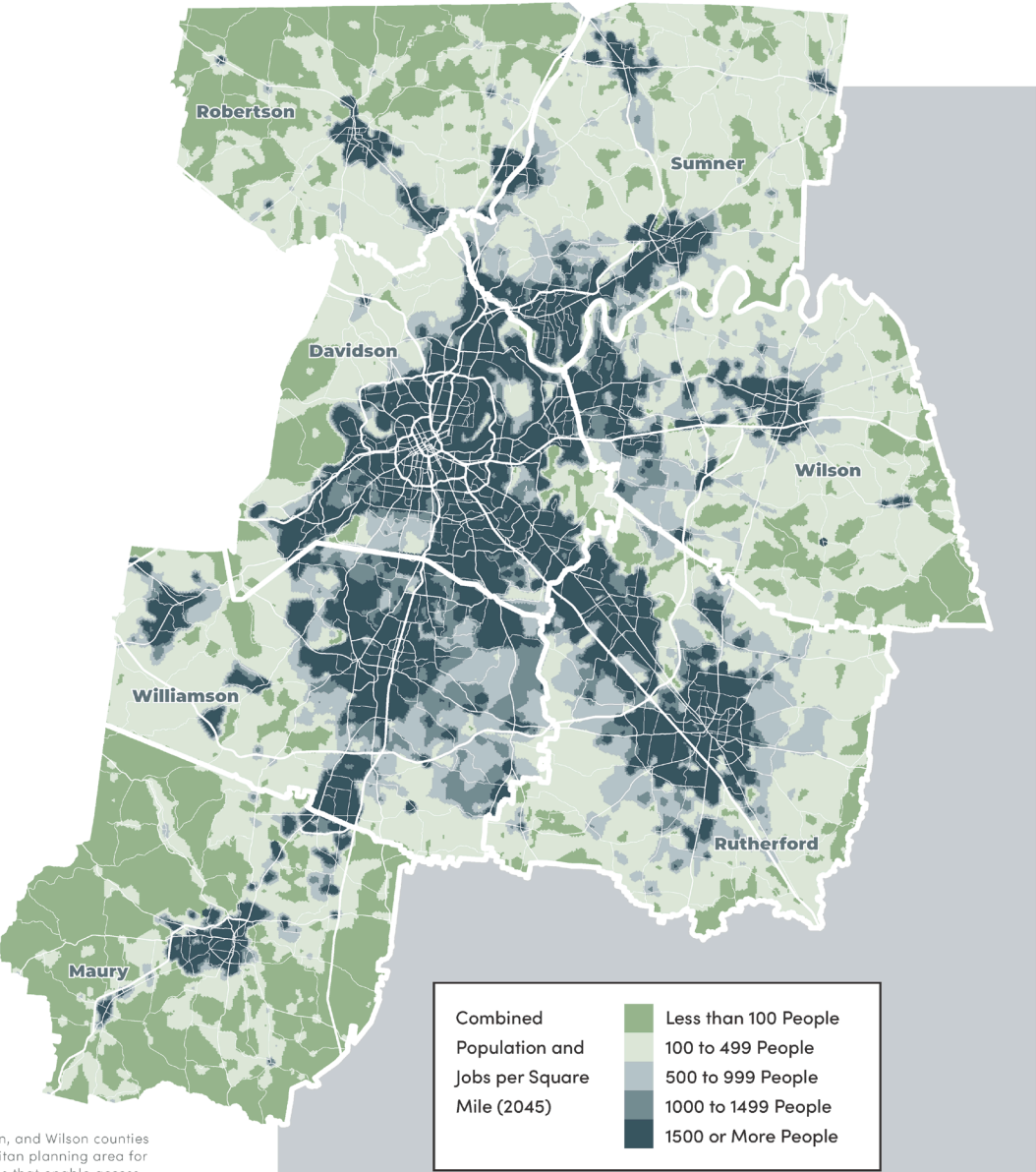
The seven-county Nashville metropolitan planning area\* is expected to grow from 1.8 million people in 2020 to more than **2.7 million people by 2045.**

Today, Wilson County is the 10th most populated county in the state. By 2045, it is expected to leapfrog Kingsport’s Sullivan County in east Tennessee to become the 9th most populous.

GROWTH RATES, 2020-2045

Wilson County	74%
Seven-County Region	49%
State of Tennessee	26%
United States	25%

\*Davidson, Maury, Robertson, Rutherford, Sumner, Williamson, and Wilson counties are members of the federally-designated Nashville metropolitan planning area for the purposes of carrying out transportation planning activities that enable access to federal transportation funds.



Population  
**2,707,389**

Occupied Jobs  
**1,913,811**

**2.7m**  
Seven-County  
Metropolitan Area  
**BY 2045**

**257k+**  
Wilson  
County

**74%**  
County  
Growth Rate



# Countywide Trends

## 2010 to 2020

281

People  
per Month



30% INCREASE IN  
POPULATION

195

Jobs  
per Month



44% INCREASE IN  
OCCUPIED JOBS

91

Housing Units  
per Month



25% INCREASE IN  
HOUSING UNITS



“

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How do we ensure that the inevitability of change is leveraged as an opportunity to improve quality of life?

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# Planning Process

## Step 1

**Vision &  
Expectations**

**(Listening)**

## Step 2

**What If  
Scenarios**

**(Brainstorming)**

## Step 3

**Strategy and  
Planning**

**(Deciding)**

This map depicts the home and work location of workshop participants (points) and the number of survey responses received from each zip code through September 30, 2024.

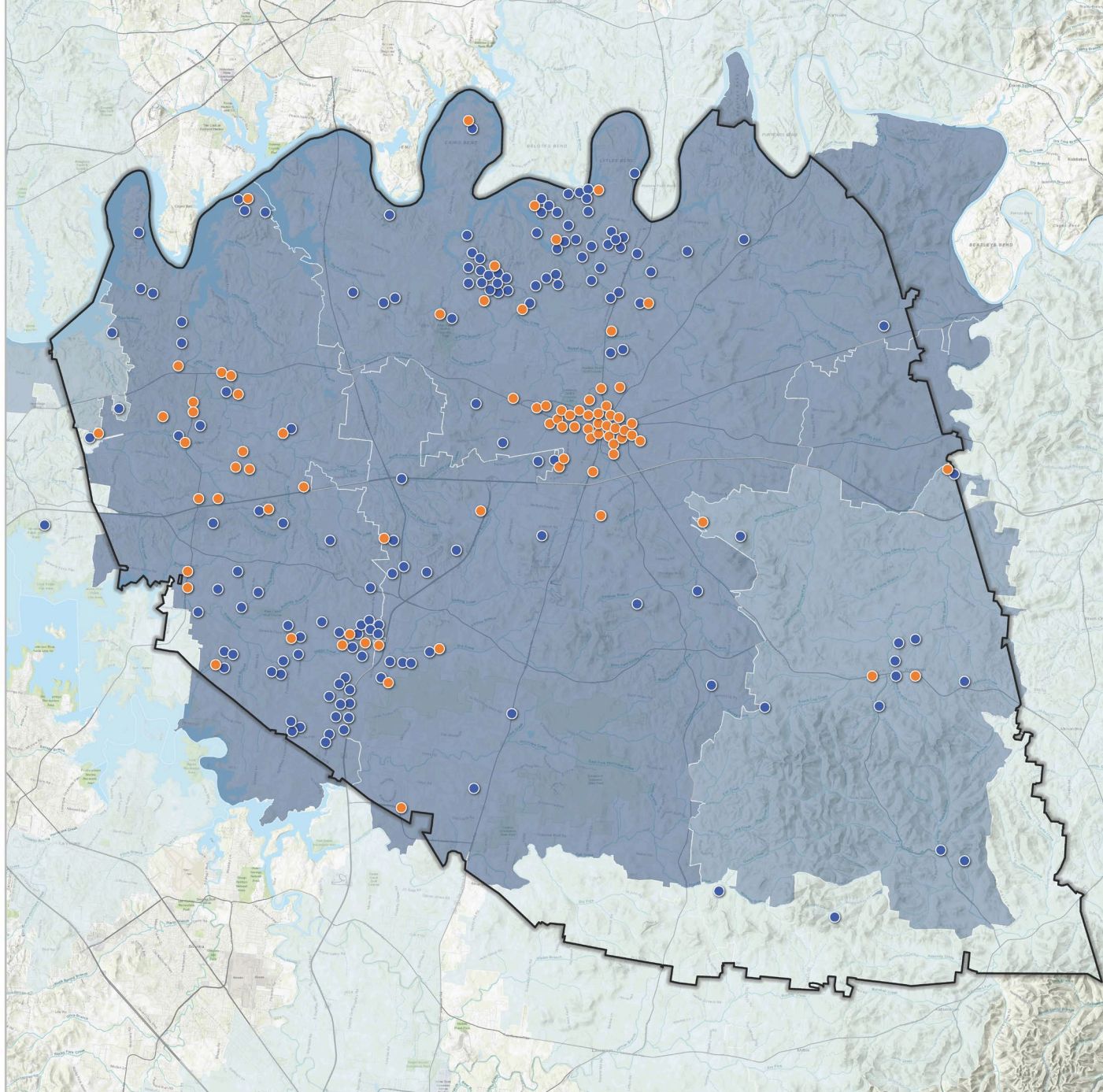
## MAP LEGEND

### Participation in Workshops

- Home Location of Participants
- Work Location of Participants

### Survey Responses by Zip Code

- 1 - 25 responses
- 26 - 50 responses
- 51 - 200 responses
- 201 - 564 responses



**11**

Stakeholder Meetings

**290+**

Workshop Participants

**1,650+**

Survey Responses



# Emerging Themes

The following themes reflect community feedback gathered during the early rounds of public input. These will be used to help guide the rest of the planning process. Each theme represents a significant element of how participants envision the future development of the county.



## Growth Management

Wilson County should manage and direct growth in a development pattern that balances the needs of the present without compromising the future.



## Economic Vitality

Wilson County should support the essential connections between quality of life and economic vitality, fostering diverse and shared economic development throughout the county.



## Resilient & Sustainable

Wilson County should strengthen resilience and adaptability within land development policies and infrastructure systems, focusing on protecting natural resources to foster sustainability and lower associated risks and costs.



## Rural Preservation

Wilson County should preserve its rural character, including agricultural lands, natural and scenic resources, and should support its cities, crossroad communities, and small towns because they are important to the community's pride and vitality.



## Responsive Government

Wilson County should be responsive and encourage citizen participation, fostering involvement in community affairs that enhances the quality of life for all residents.



## Infrastructure Investment

Wilson County should coordinate with its cities to focus development in areas that can be supported by existing infrastructure and make sound land use decisions that align growth with capacity and extension plans.

# What's Next

## Step 1

**Vision &  
Expectations**

**(Listening)**

## Step 2

**What If  
Scenarios**

**(Brainstorming)**

## Step 3

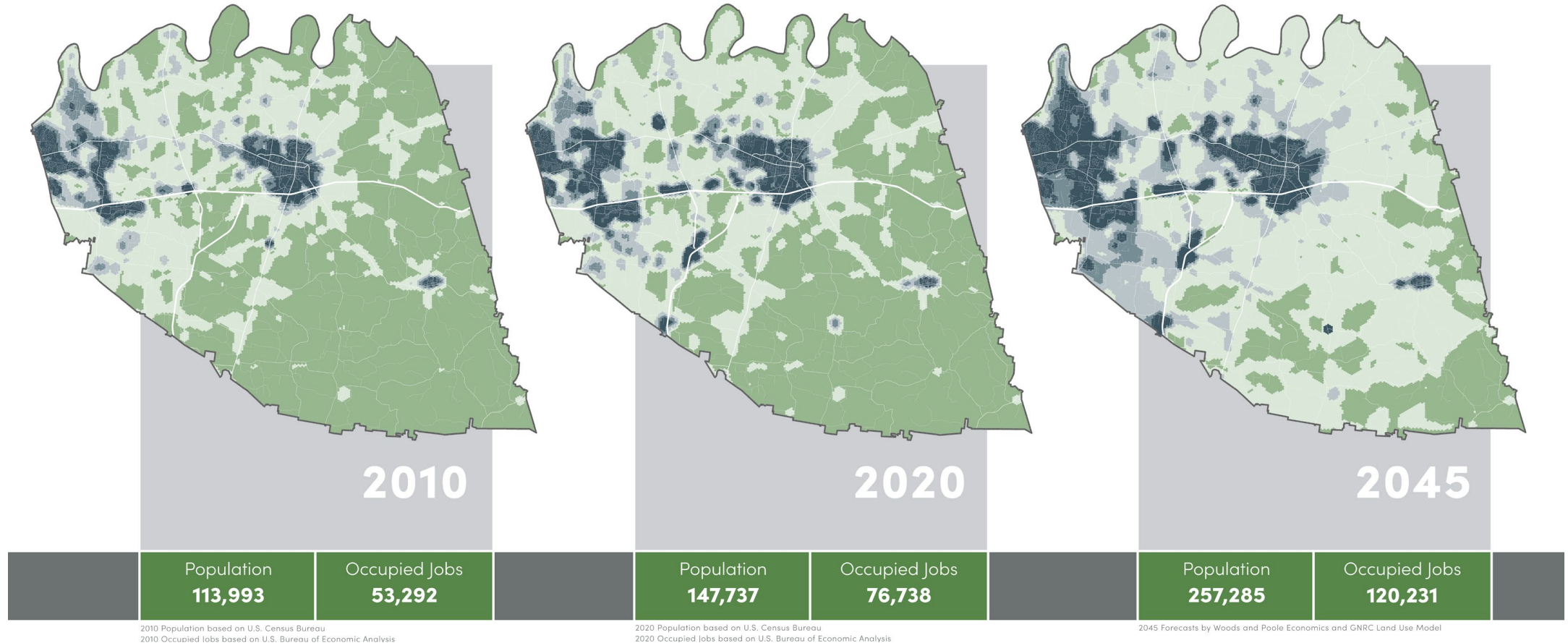
**Strategy and  
Planning**

**(Deciding)**

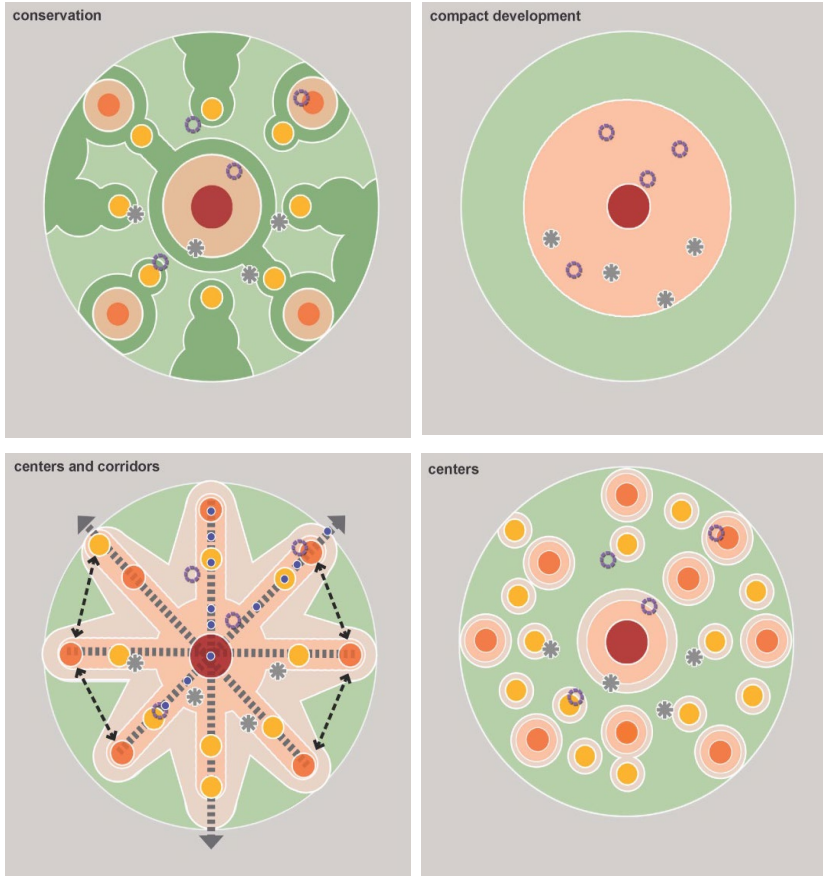
# Development Pattern

Historic and Projected Development Pattern, 2010 thru 2045

Present day street network used in all three maps.



# What-if Scenarios?



Scenario planning allows us to preview the impacts of different growth strategies on key quality of life metrics.

There is no perfect scenario, each will offer its own set of advantages.

## REPORT CARD

Land Consumed	B
Traffic Congestion	C-
Walkability	D
Flood Risk	C-
Utilities	B+
Ag Land Lost	B-
Access to Parks	B



# Public Workshops

Community workshops are scheduled for the weeks of November 11<sup>th</sup> and 18<sup>th</sup>.

**Nov 12<sup>th</sup>  
Tuckers  
Crossroads**

**Nov 14<sup>th</sup>  
Mt. Juliet**

**Nov 18<sup>th</sup>  
Lebanon**

**Nov 19<sup>th</sup>  
Watertown**

**Nov 21<sup>st</sup>  
Gladeville**

Sign-up for a workshop at [PlanWilson.org](https://PlanWilson.org)

# Share Your Feedback

**PlanWilson.org/Survey**

Survey #2: Feedback on Emerging Themes

Tom Brashear

Wilson County

Development Services Director

# Get Involved!



Home | About | Explore Data | Get Involved | FAQs

Share your vision for  
Wilson County.

Learn more

[www.PlanWilson.org](http://www.PlanWilson.org)

**WILSON**COUNTY



# *Wilson County*

## **MASTER LAND USE PLAN**