



# *Wilson County* MASTER LAND USE PLAN

WILSON COUNTY MASTER LAND USE PLAN

# Scenario Planning Workshop

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Wilson County | November 2024

# The Existing Plan

## Wilson County Gateway Land Use Master Plan:



- Adopted by the Wilson County Planning Commission in 2006
- Focused on eight (8) gateways into the County
- Identified the most appropriate development pattern(s) at each gateway

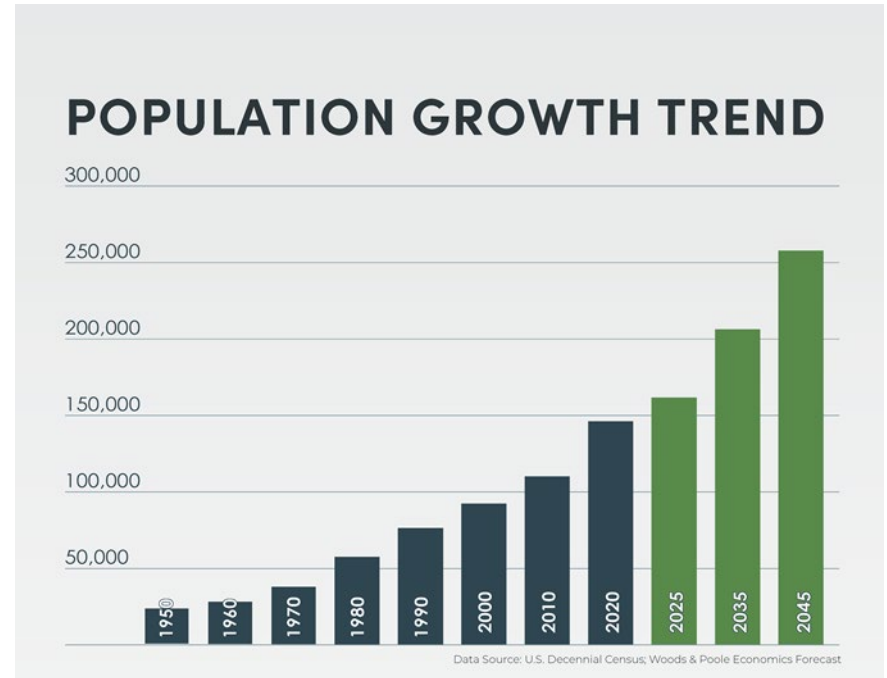
# What is Plan Wilson?

- **Plan Wilson** is a county-wide initiative to engage residents and businesses in defining a vision for the future.
- It is **an update** of the previous land use plan to guide growth and development and local government investment in the county over the **next 25 years**.
- The Land use Plan will address topics that affect how people experience the county's policies, programs and services.

# Why is it Needed?

## To answer questions, like...

- Where will people live?
- How will they get from home to work or to school?
- Where will people go for everyday needs?
- What will be the impact of growth on the challenges we're already experiencing?



Data Sources: U.S. Decennial Census; Woods & Poole Economics Forecasts



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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

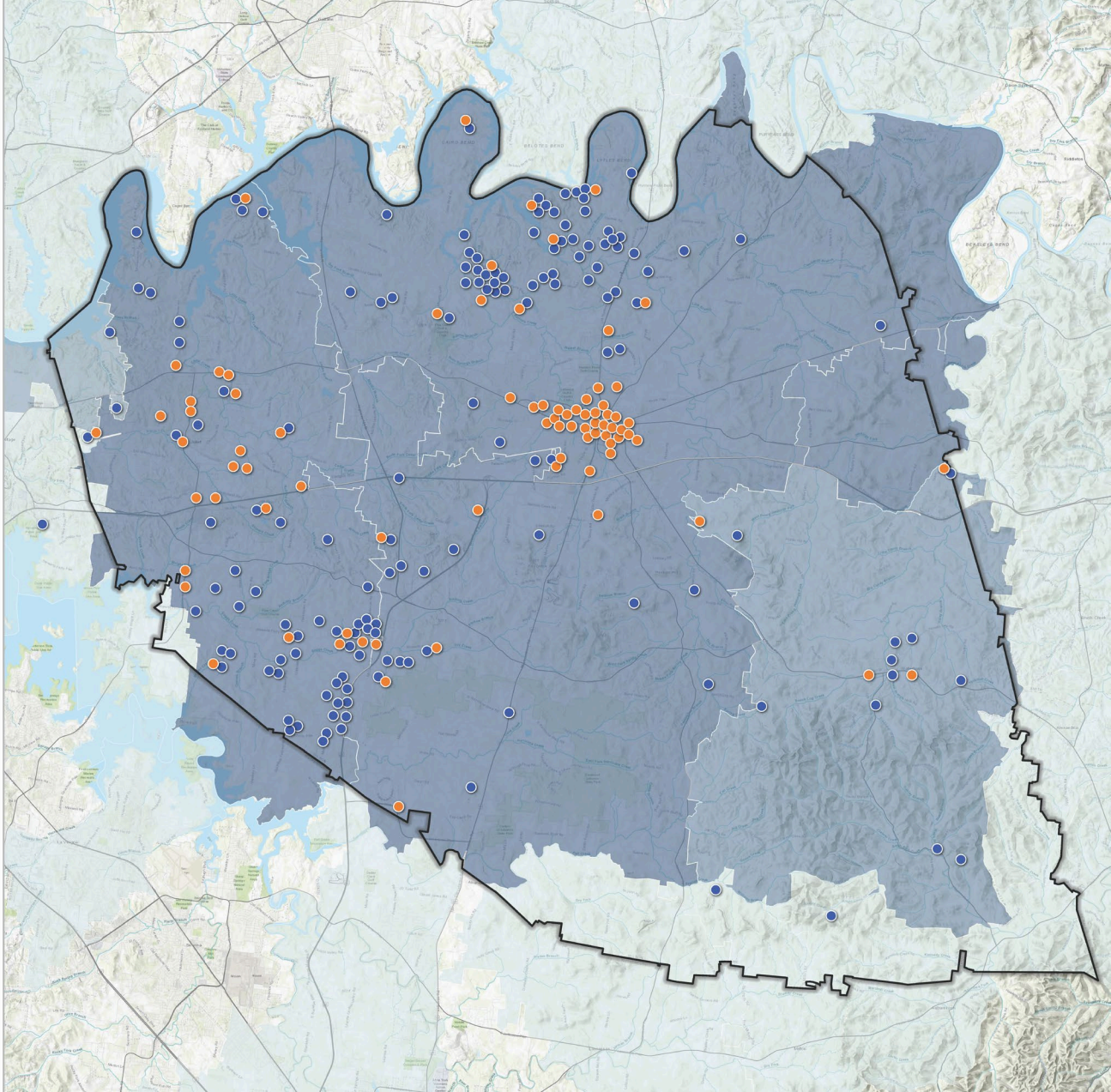
Survey Responses by Zip Code

1 - 25 responses

26 - 50 responses

51 - 200 responses

201 - 564 responses



**12**  
Stakeholder  
Meetings

**480+**  
Workshop  
Participants

**1,650+**  
Survey  
Responses

# Planning Process

**Step 1.**

**Vision &  
Expectations**

**(Listening)**

**Step 2.**

**What If  
Scenarios**

**(Brainstorming)**

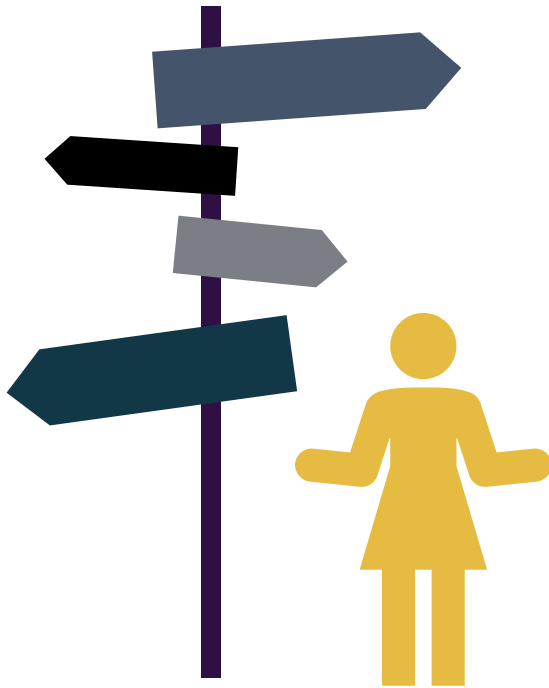
**Step 3.**

**Strategy and  
Planning**

**(Deciding)**



# What if?



Scenario planning allows you to preview the impacts of different growth options on key *quality of life metrics*

# What if?

## REPORT CARD

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

There is no perfect scenario,  
each will offer its own set of  
*trade-offs*

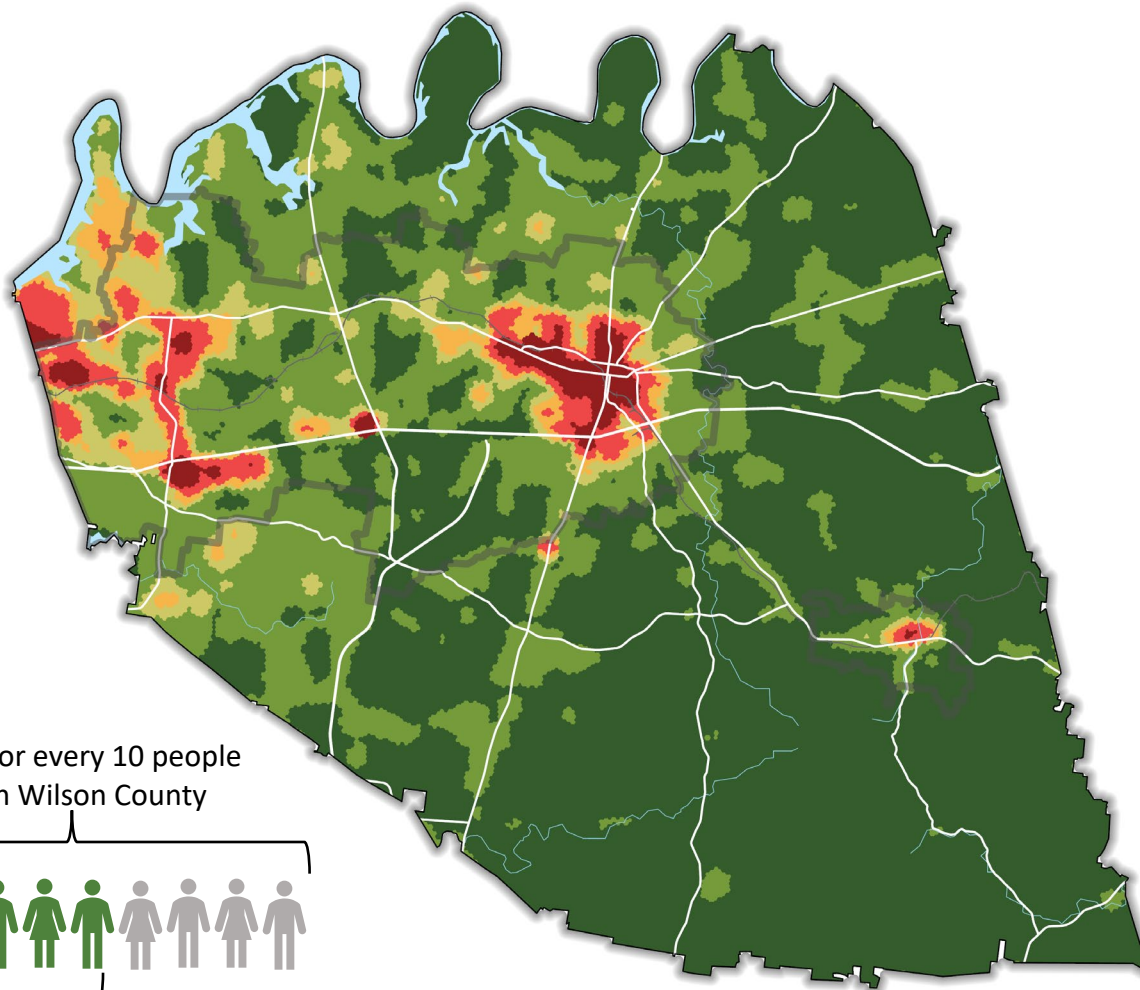
**What is our trending  
scenario?**

# 2010

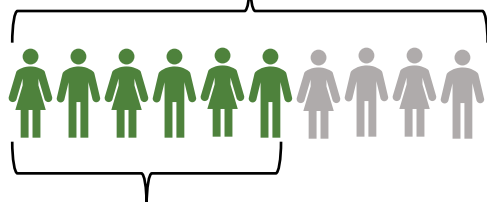
## Density of People and Jobs

114k Residents

52k Jobs



In 2010, for every 10 people  
living in Wilson County



6 of those people lived in the  
unincorporated area

### Rural Density

less than 100  
people  
per sq. mile

One household  
every 5 to 10 acres

Minimal  
employees  
per acre

### Very Low Density

100 to 500  
people  
per sq. mile

One household  
every 2 to 5 acres

Less than 2  
employees  
per acre

### Low Density

500 to 1,000  
people  
per sq. mile

1 household  
every 1 to 2 acres

2 to 25  
employees  
per acre

### Medium Density

1,000 to 1,500  
people  
per sq. mile

1 household  
per acre

25 to 50  
employees  
per acre

### Elevated Density

1,500 to  
3,000 people  
per sq. mile

1 to 2  
households  
per acre

50 to 75  
employees  
per acre

### High Density

3,000 or  
more people  
per sq. mile

2 or more  
households  
per acre

More than 75  
employees  
per acre

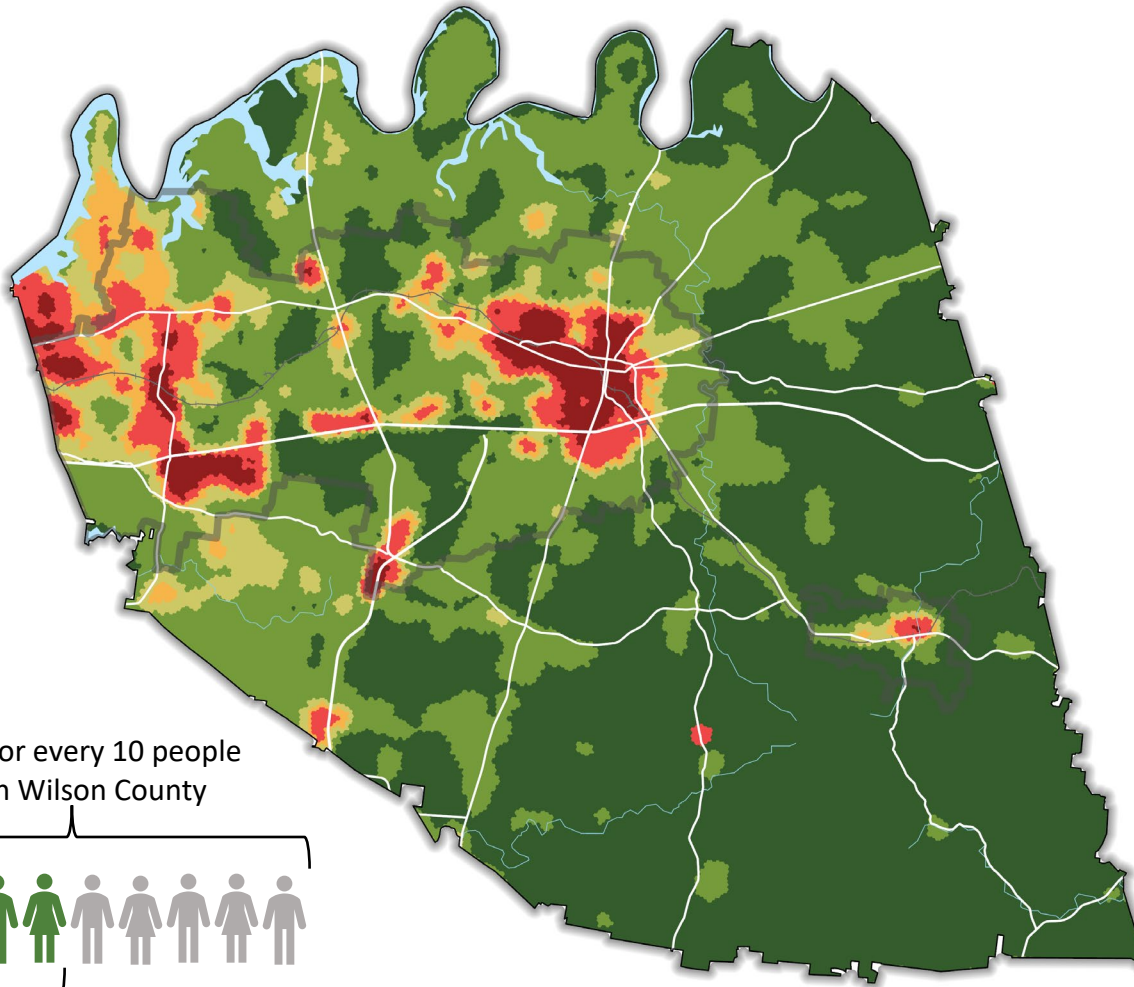
# WILSONCOUNTY

# 2020

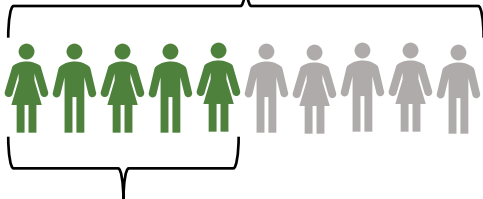
## Density of People and Jobs

138k Residents

72k Jobs



In 2020, for every 10 people living in Wilson County



5 of those people lived in the unincorporated area

### Rural Density

less than 100 people per sq. mile

One household every 5 to 10 acres

Minimal employees per acre

### Very Low Density

100 to 500 people per sq. mile

One household every 2 to 5 acres

Less than 2 employees per acre

### Low Density

500 to 1,000 people per sq. mile

1 household every 1 to 2 acres

2 to 25 employees per acre

### Medium Density

1,000 to 1,500 people per sq. mile

1 household per acre

25 to 50 employees per acre

### Elevated Density

1,500 to 3,000 people per sq. mile

1 to 2 households per acre

50 to 75 employees per acre

### High Density

3,000 or more people per sq. mile

2 or more households per acre

More than 75 employees per acre

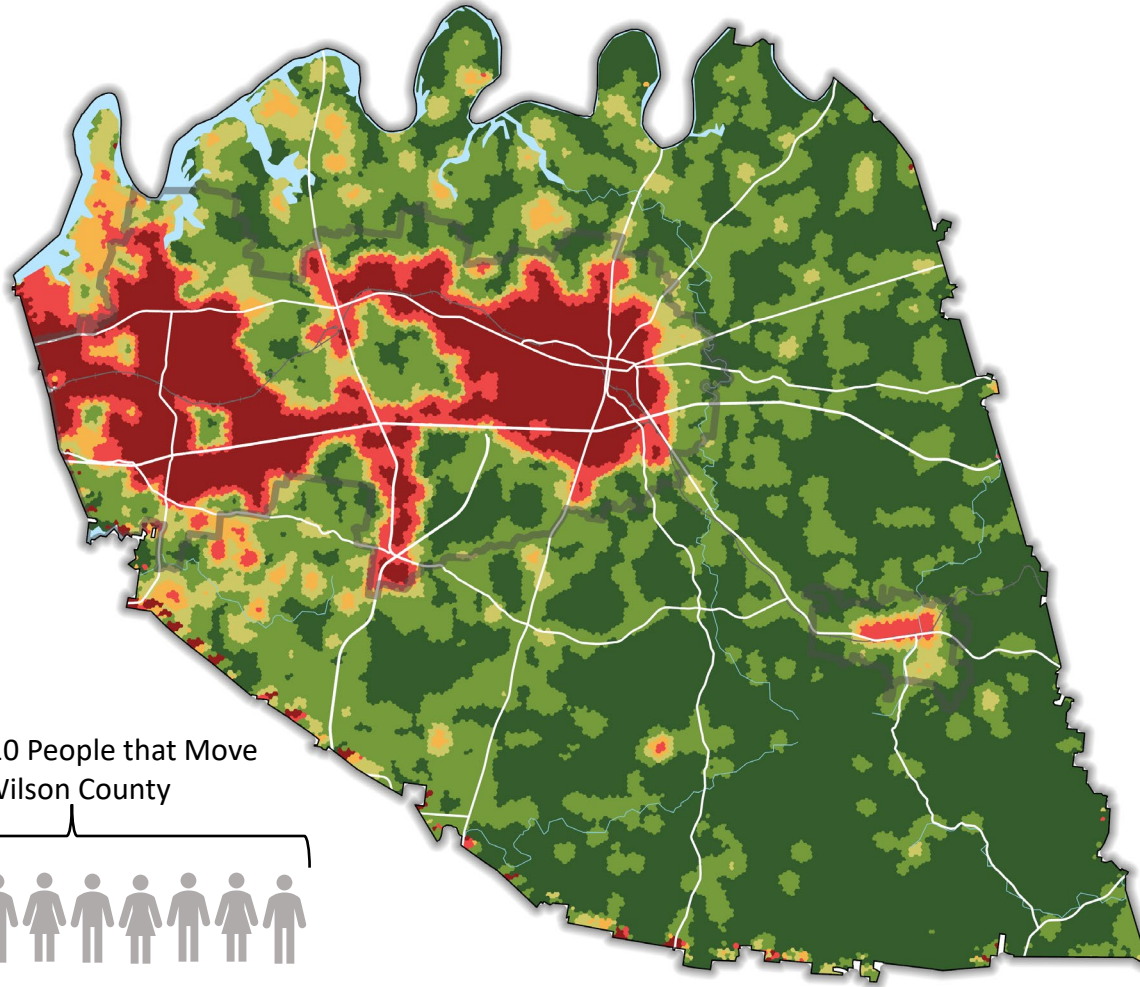
# WILSONCOUNTY

# 2045

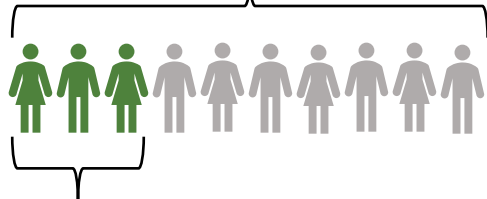
## Density of People and Jobs

257k Residents

120k Jobs



For Every 10 People that Move  
to Wilson County



3 of those people would move to  
the unincorporated area

### Rural Density

less than 100  
people  
per sq. mile

One household  
every 5 to 10 acres

Minimal  
employees  
per acre

### Very Low Density

100 to 500  
people  
per sq. mile

One household  
every 2 to 5 acres

Less than 2  
employees  
per acre

### Low Density

500 to 1,000  
people  
per sq. mile

1 household  
every 1 to 2 acres

2 to 25  
employees  
per acre

### Medium Density

1,000 to 1,500  
people  
per sq. mile

1 household  
per acre

25 to 50  
employees  
per acre

### Elevated Density

1,500 to  
3,000 people  
per sq. mile

1 to 2  
households  
per acre

50 to 75  
employees  
per acre

### High Density

3,000 or  
more people  
per sq. mile

2 or more  
households  
per acre

More than 75  
employees  
per acre

# WILSONCOUNTY



# Impacts of the Trending Scenario

Measure of Success	Trending Scenario
Roadway Demand	52% higher than today
Agricultural Land	8% lost between now and then
Other Open Space	8% lost between now and then

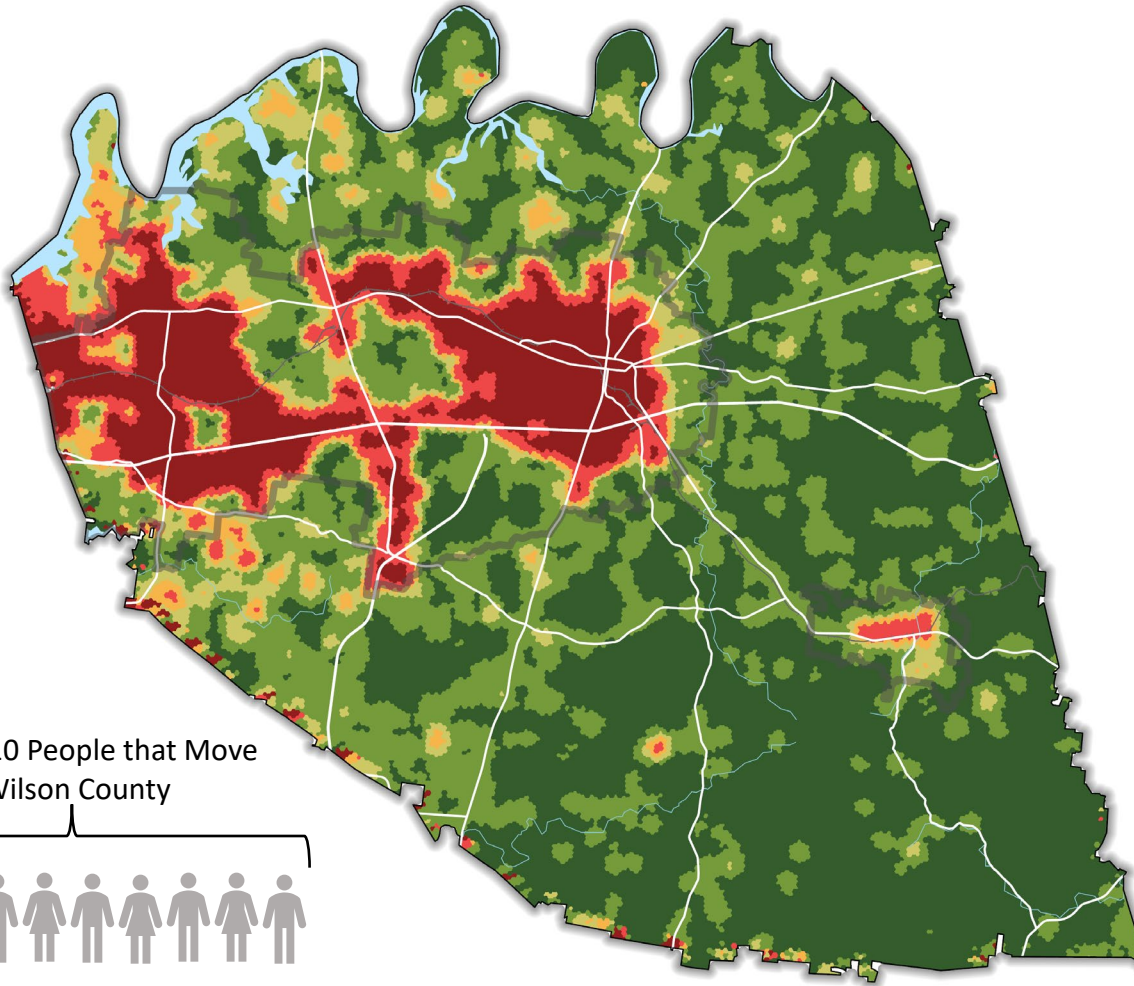


**What if we grow in a  
more dispersed way?**

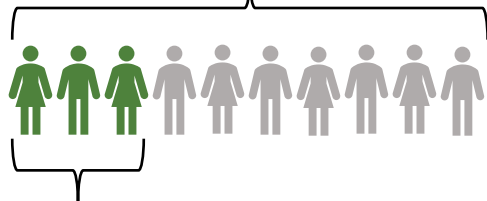
# 2045 TRENDING

257k Residents

120k Jobs



For Every 10 People that Move  
to Wilson County



3 of those people would move to  
the unincorporated area

## Rural Density

less than 100  
people  
per sq. mile

One household  
every 5 to 10 acres

Minimal  
employees  
per acre

## Very Low Density

100 to 500  
people  
per sq. mile

One household  
every 2 to 5 acres

Less than 2  
employees  
per acre

## Low Density

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per sq. mile

1 household  
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## Medium Density

1,000 to 1,500  
people  
per sq. mile

1 household  
per acre

25 to 50  
employees  
per acre

## Elevated Density

1,500 to  
3,000 people  
per sq. mile

1 to 2  
households  
per acre

50 to 75  
employees  
per acre

## High Density

3,000 or  
more people  
per sq. mile

2 or more  
households  
per acre

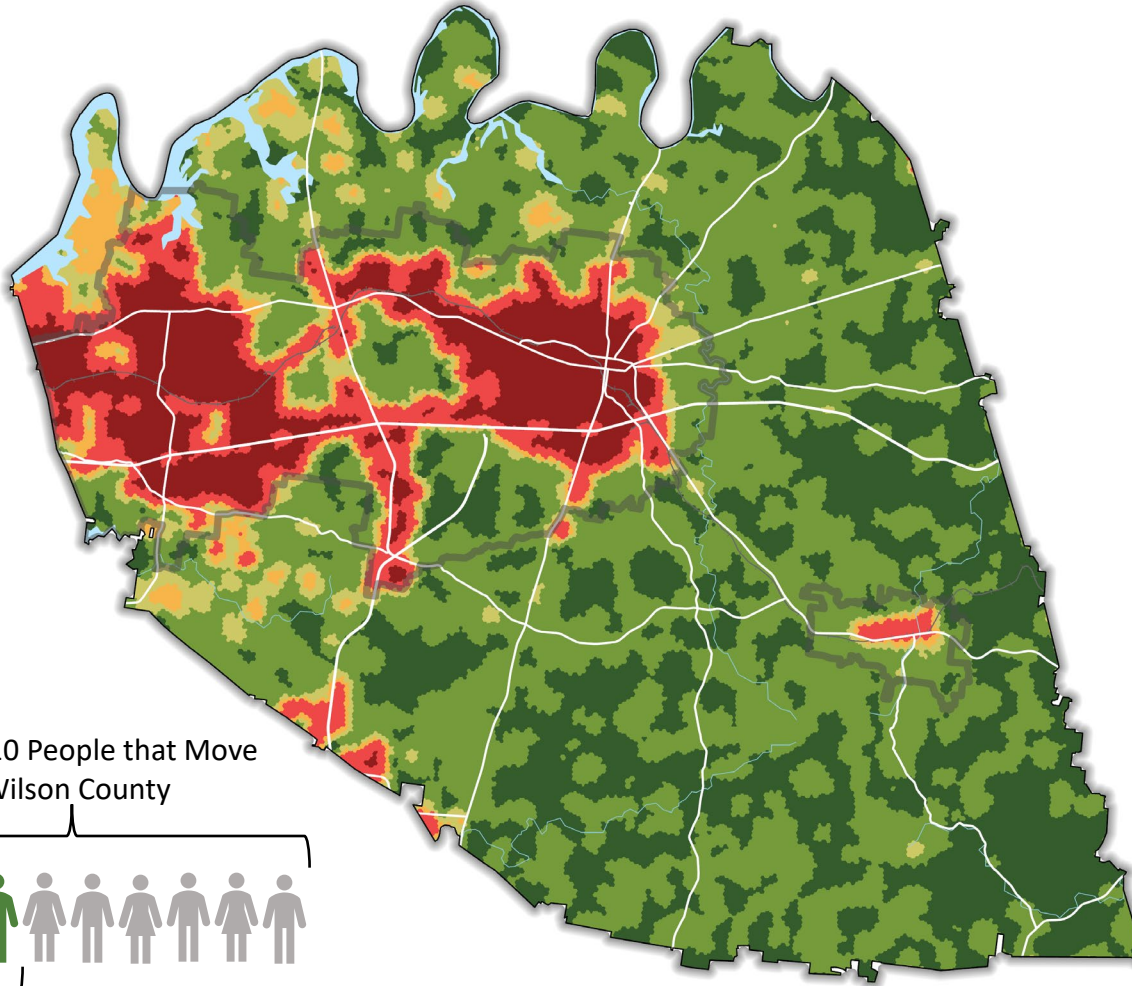
More than 75  
employees  
per acre

# WILSONCOUNTY

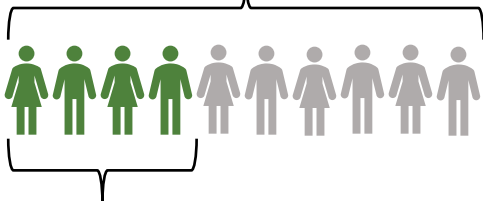
# 2045 DISPERSED

257k Residents

120k Jobs



For Every 10 People that Move  
to Wilson County



4 of those people would move to  
the unincorporated area

## Rural Density

less than 100  
people  
per sq. mile

One household  
every 5 to 10 acres

Minimal  
employees  
per acre

## Very Low Density

100 to 500  
people  
per sq. mile

One household  
every 2 to 5 acres

Less than 2  
employees  
per acre

## Low Density

500 to 1,000  
people  
per sq. mile

1 household  
every 1 to 2 acres

2 to 25  
employees  
per acre

## Medium Density

1,000 to 1,500  
people  
per sq. mile

1 household  
per acre

25 to 50  
employees  
per acre

## Elevated Density

1,500 to  
3,000 people  
per sq. mile

1 to 2  
households  
per acre

50 to 75  
employees  
per acre

## High Density

3,000 or  
more people  
per sq. mile

2 or more  
households  
per acre

More than 75  
employees  
per acre

# WILSONCOUNTY

# Impacts of a More Dispersed Scenario

Measure of Success	More Dispersed Scenario
Roadway Demand	13% worse than trend
Agricultural Land	55% worse than trend
Other Open Space	39% worse than trend

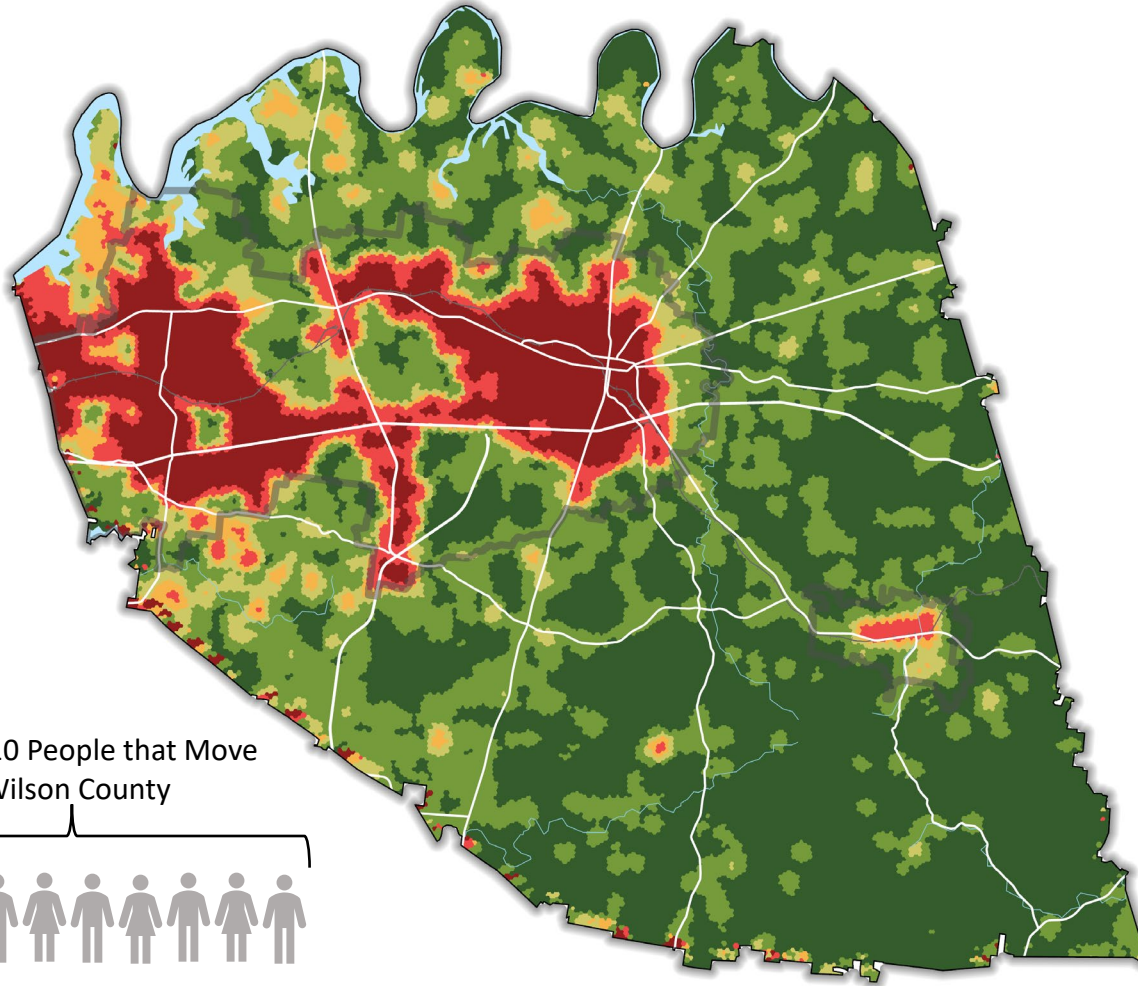
**What if we grow in a  
more compact way?**



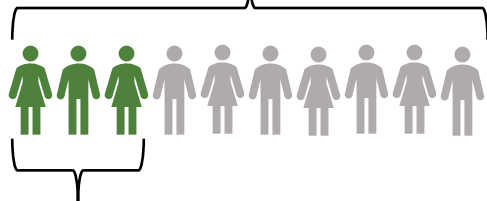
# 2045 TRENDING

257k Residents

120k Jobs



For Every 10 People that Move  
to Wilson County



3 of those people would move to  
the unincorporated area

## Rural Density

less than 100  
people  
per sq. mile

One household  
every 5 to 10 acres

Minimal  
employees  
per acre

## Very Low Density

100 to 500  
people  
per sq. mile

One household  
every 2 to 5 acres

Less than 2  
employees  
per acre

## Low Density

500 to 1,000  
people  
per sq. mile

1 household  
every 1 to 2 acres

2 to 25  
employees  
per acre

## Medium Density

1,000 to 1,500  
people  
per sq. mile

1 household  
per acre

25 to 50  
employees  
per acre

## Elevated Density

1,500 to  
3,000 people  
per sq. mile

1 to 2  
households  
per acre

50 to 75  
employees  
per acre

## High Density

3,000 or  
more people  
per sq. mile

2 or more  
households  
per acre

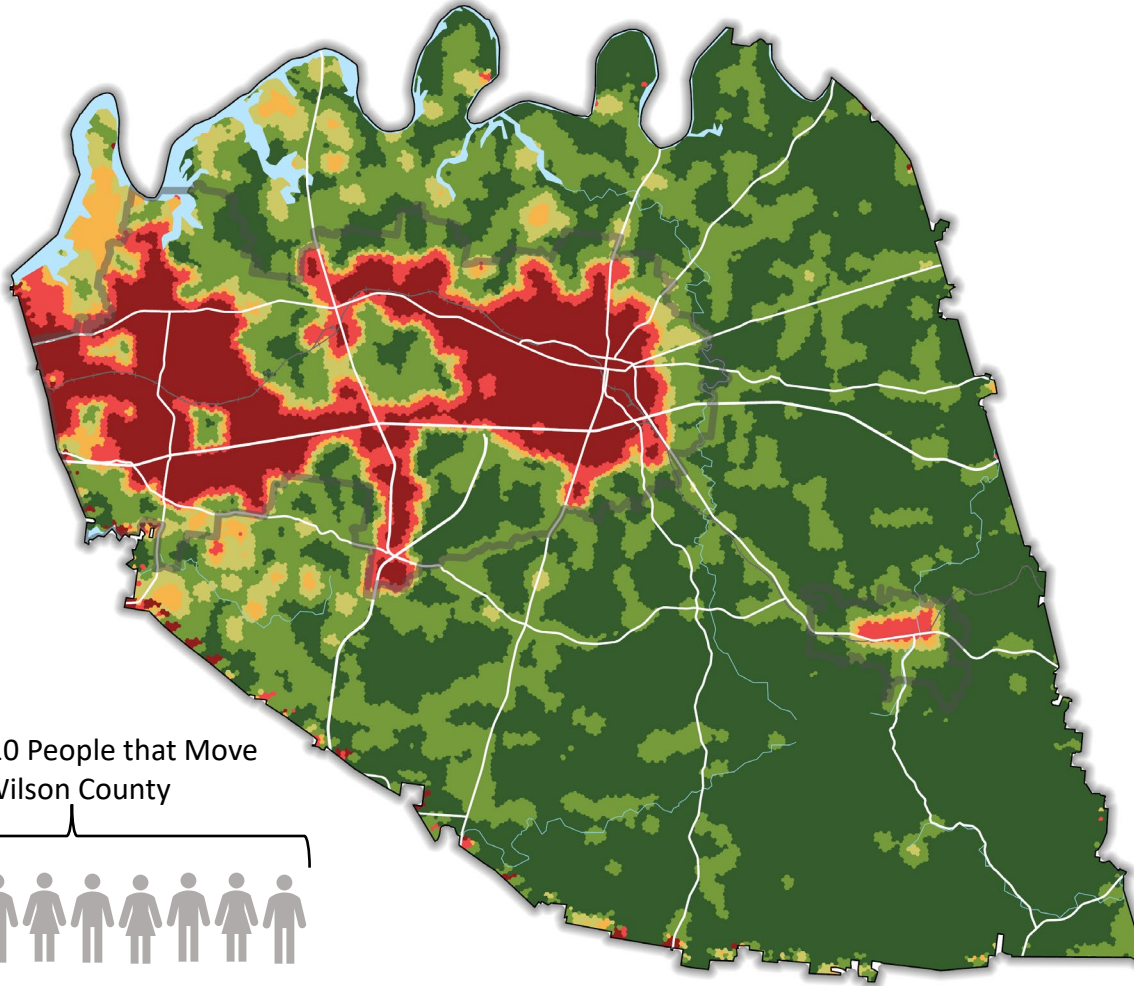
More than 75  
employees  
per acre

# WILSONCOUNTY

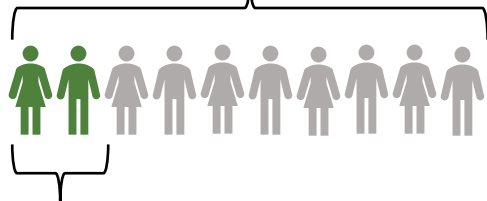
# 2045 COMPACT

257k Residents

120k Jobs



For Every 10 People that Move  
to Wilson County



2 of those people would move to  
the unincorporated area

## Rural Density

less than 100  
people  
per sq. mile

One household  
every 5 to 10 acres

Minimal  
employees  
per acre

## Very Low Density

100 to 500  
people  
per sq. mile

One household  
every 2 to 5 acres

Less than 2  
employees  
per acre

## Low Density

500 to 1,000  
people  
per sq. mile

1 household  
every 1 to 2 acres

2 to 25  
employees  
per acre

## Medium Density

1,000 to 1,500  
people  
per sq. mile

1 household  
per acre

25 to 50  
employees  
per acre

## Elevated Density

1,500 to  
3,000 people  
per sq. mile

1 to 2  
households  
per acre

50 to 75  
employees  
per acre

## High Density

3,000 or  
more people  
per sq. mile

2 or more  
households  
per acre

More than 75  
employees  
per acre








# WILSONCOUNTY



# Impacts of a More Compact Scenario

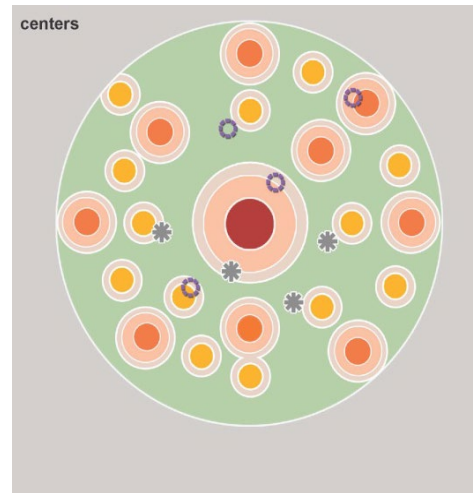
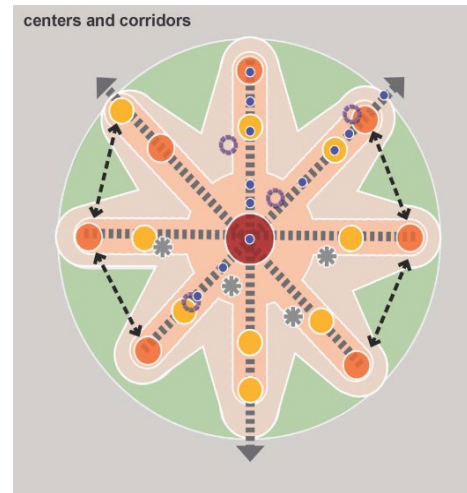
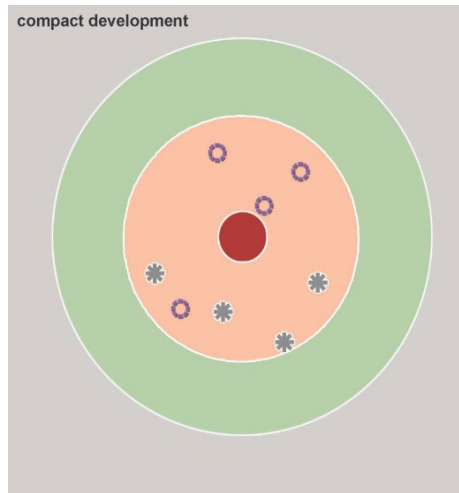
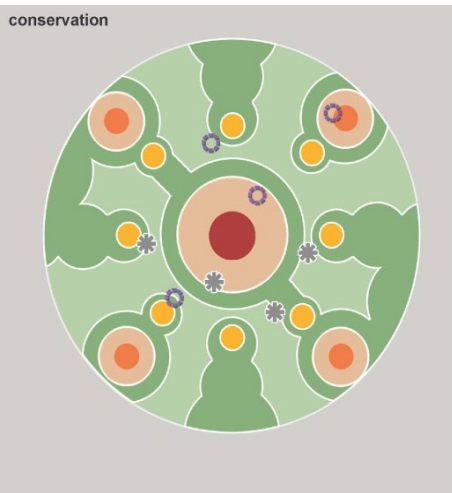
Measure of Success	More Compact Scenario
Roadway Demand	3% <b>better</b> than trend
Agricultural Land	3% <b>better</b> than trend
Other Open Space	4% <b>better</b> than trend

# General Observations of Growth Scenarios

Measure of Success		Trending Scenario	More Dispersed	More Compact
Roadway Demand		52% higher	13% worse	3% better
Agricultural Land		8% higher	55% worse	3% better
Other Open Space		8% lost	39% worse	4% better
Fiscal Impacts – Infrastructure Costs vs. Tax Revenue			-	+
Opportunities for Transit and Walkability			-	+
Opportunities for Larger Yards			+	-
Access to Parks and Amenities			-	+

It's your turn to  
map your  
community

# What's Your Preferred Scenario?



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**TIPS:** Think long-term, keep an open mind about the different interests and needs of a diverse community, and remember to consider the trade-offs that come with the different growth scenarios.

1. Provide your name and email address.
2. Read the instructions on the backside of this map.
3. Use the legend above for the colors on your map.
4. Have fun!

**Wilson County**  
MASTER LAND USE PLAN

<b>Rural Density</b>	less than 100 people per sq. mile	One house every 8 to 10 acres	One house on 10+ acres
<b>Very Low Density</b>	100 to 1000 people per sq. mile	One house every 2 to 3 acres	Less than 2 houses per acre
<b>Low Density</b>	1000 to 10000 people per sq. mile	1 house every 1/2 to 1 acre	2 to 30 houses per acre
<b>Medium Density</b>	10000 to 100000 people per sq. mile	1 house per acre	10 to 60 houses per acre
<b>Elevated Density</b>	10000 to 100000+ people per sq. mile	1 to 2 houses per acre	20 to 75 houses per acre
<b>High Density</b>	10000+ per square mile	2+ houses per acre	More than 75+ houses per acre

Email:

# Scenario Planning 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  
Elementary  
School**

**Nov 14<sup>th</sup>**

**West  
Elementary  
School**

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

**Carroll-  
Oakland  
Elementary  
School**

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

**Watertown  
Elementary  
School**

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

**Gladeville  
Middle  
School**

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



# 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



# Thank you!

Contact information:

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