May 7th and 8th, 2013
Preferred Growth Concept
The region’s population and employment is projected to grow over the next 30 years.

**PlanET REGIONAL GROWTH PROJECTION**

- **Population**: +298,000
- **Employment**: +240,000
New Centers
Cities & Towns
Trend
Dispersed
Cities, Towns & New Centers
Preferred Scenario
Highway
Dispersed
PlanET
Preferred Growth Concept
PlanET
Preferred Growth Concept
 Preferred Scenario

- Redevelopment in city cores
- New development in emerging nodes

40% - 40% - 20%

City cores.  Emerging nodes.  Elsewhere.

Percent of population growth.
Preferred Scenario

- Make the most of redevelopment opportunities.

90% - 10%  
New growth greenfield development.  
New growth through redevelopment.
Preferred Scenario

• Focus development around transit station areas

20%

Of new homes within walking distance of transit.
Preferred Scenario

- Maintain balance of lifestyle choices

15% Rural
55% Suburban
15% Small town/village
10% Urban

Percent of land use by character.
<table>
<thead>
<tr>
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<th>Dispersed</th>
<th>Highway</th>
<th>Cities &amp; Towns</th>
<th>New Centers</th>
<th>Preferred</th>
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<tr>
<td>Water Quality</td>
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<td>Local Agriculture</td>
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<td>Walking and Bicycling</td>
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<td>Redeveloping Land</td>
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<td>Work Closer to Home</td>
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<td>Choice of Housing Types</td>
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<td>Convenient Transit</td>
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<td>Homes on Large Lots</td>
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<td>Greenfield Development</td>
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Moving Towards Implementation

WORKING GROUP MEETINGS

May 2013
WHAT FACTORS ARE DRIVING THE REGION’S BIGGEST CHALLENGES TODAY?

1. Demographic Shifts
2. Dispersed Development & Separation of Land Uses
3. Loss of Agricultural Land
4. Few Transportation Options
5. Location Decisions
6. Rising Energy Costs
7. Low Educational Attainment, Low Wages, & Limited Job Advancement
8. Food, Activity, & Lifestyle
East Tennessee will be recognized throughout the nation and world as a premier region of choice and opportunity by virtue of our exceptional quality of life; scenic natural beauty; unique cultural heritage; healthy people and places; strong institutions; talented workforce; entrepreneurial spirit; and prosperous economy.
Moving Towards Implementation
Our Priorities

- Improved air quality
- Improved water quality
- More redevelopment
- More local agriculture
- Increased mobility options
- Better education
Strong Towns, Strong Places, Healthy People, Communities of Choice

GOALS & OBJECTIVES

GOAL
The achievement desired.

OBJECTIVES
The specific results desired from our actions.

STRATEGIES
Our plan of action for how to achieve our objectives.
1. Focus on the regional economy
2. Improve the quality of our water and air
3. Create great places
4. Encourage local food systems
5. Promote healthy choices
Strong Towns, Strong Places, Healthy People, Communities of Choice

GOALS

6. Expand transportation choice

7. Enable a choice of housing types

8. Maximize efficiency of existing infrastructure

9. Create equitable access to opportunities and facilities

10. Keep it going
GOAL 1: Focus on the Regional Economy

Attract talent

Leverage our strong institutions

Help area companies compete in a global marketplace.

Prepare our communities to fill specialized roles in the regional economy.
Strong Towns, Strong Places, Healthy People, Communities of Choice

Next Steps

Community Input Round 4
Late May to end of June

Next Working Group Meeting
Early to mid June