

Bradley County, City of Cleveland, Town of Charleston, Tennessee

BCC 2035: JOINT STRATEGIC PLAN

BCC 2035 NEEDS ASSESSMENT | GROWTH SCENARIOS JOINT STRATEGIC PLAN

PLANNING AREAS

scenario 1 PAST TREND GROWTH
In the "past trend" scenario growth has been distributed based on the development patterns over the last ten years. This scenario represents what may happen if the policies and regulations for growth in the communities were to remain unchanged. This scenario allocated future growth heavily to areas with a supply of "pipeline" residential lots.

scenario 2 INFILL & REDEVELOPMENT
In the "infill" scenario growth is more heavily allocated to areas within the City of Cleveland Urban Growth Boundary and within the Mouse Creek Watershed to capitalize on available sewer main capacities and other existing infrastructure. The scenario assumes the capacity in these areas can be increased through infill, redevelopment, and intensification.

scenario 3 SOUTHERN CORRIDOR
In the "southern corridor" scenario substantial mixed employment and residential growth are allocated to the I-75/McDonald/South Lee Highway Area, which may be drawn by the activity occur many ways to:

Key assumptions of this scenario include:

- Approximately 20% of the residential growth occurs in urban areas (Cleveland and UGB) and 20% in the nonincorporated County.
- Heavy residential growth, allocated to the east of Cleveland in the US 64/74 Corridor East (Area H), to the north of Cleveland in the South Mouse Creek Area (Area D), and along Dalton Pike in the Blue Springs (Strategic Infill)/Red Clay Area (Area F).
- Employment allocated in the I-75/McDonald/S. Lee Hwy. (Area G), and in the north near Charleston near Exit 23/Old Lower River (Area E).
- Marginal low density residential allocated in the remaining areas.

Key assumptions of this scenario include:

- Approximately 20% of the residential growth allocated in urban areas (Cleveland and UGB) and 20% in the nonincorporated County.
- Heavy residential growth, allocated in the current limits of the City of Cleveland assuming substantial redevelopment and infill with a higher mix of multi-family and attached residential units with up to 20 units per acre in some areas.
- Liberal, redevelopment is assumed to provide employment growth within these areas as well.
- Employment growth allocated near SR74/Exit 20 and to the north near Exit 23/Old Lower River.
- Marginal low density residential allocated to the other areas.

Key assumptions of this scenario include:

- Approximately 20% of the residential growth allocated in urban areas (Cleveland and UGB) and 20% in the nonincorporated County.
- Heavy residential growth, allocated in the current limits of the City of Cleveland assuming substantial redevelopment and infill with a higher mix of multi-family and attached residential units with up to 20 units per acre in some areas.
- Liberal, redevelopment is assumed to provide employment growth within these areas as well.
- Employment growth allocated near SR74/Exit 20 and to the north near Exit 23/Old Lower River.
- Marginal low density residential allocated to the other areas.

Population Growth Allocations Comparison

Planning Area	2009	Scenario 1 Population Growth (New)	Scenario 2 Population Growth (New)	Scenario 3 Population Growth (New)
A	1,111	1,111	1,111	1,111
B	1,111	1,111	1,111	1,111
C	1,111	1,111	1,111	1,111
D	1,111	1,111	1,111	1,111
E	1,111	1,111	1,111	1,111
F	1,111	1,111	1,111	1,111
G	1,111	1,111	1,111	1,111
H	1,111	1,111	1,111	1,111
I	1,111	1,111	1,111	1,111
J	1,111	1,111	1,111	1,111
K	1,111	1,111	1,111	1,111
L	1,111	1,111	1,111	1,111
M	1,111	1,111	1,111	1,111
TOTAL	11,111	11,111	11,111	11,111

Employment Growth Allocation Comparison

Planning Area	2009	Scenario 1 Employment Growth (New)	Scenario 2 Employment Growth (New)	Scenario 3 Employment Growth (New)
A	100	100	100	100
B	100	100	100	100
C	100	100	100	100
D	100	100	100	100
E	100	100	100	100
F	100	100	100	100
G	100	100	100	100
H	100	100	100	100
I	100	100	100	100
J	100	100	100	100
K	100	100	100	100
L	100	100	100	100
M	100	100	100	100
TOTAL	1,100	1,100	1,100	1,100

In each of the three future scenarios approximately 23,000 new people (14,000 new households) and 19,000 new jobs are distributed. Each scenario distributes this growth in a slightly different pattern so the team can assess the impacts of the different growth patterns on the community's ability to provide services, utilities, and roads to the new development. Through the analysis process, numeric indicators will be made available to compare the three scenarios and help determine which scenario best encourages growth in the region.

ADOPTED | 2011

Legend:
A Cleveland Urban Core
B Charleston Core
C Rabbit Valley West Cleveland
D South Mouse Creek
E US 64/74 Corridor East
F Blue Springs Valley/Hungry Hollow/Red Clay
G I-75/McDonald/South Lee Hwy Corridor
H Exit 33 East/Old Lower River
I Charlotte Valley/Lonest Hill
J Valley View/Bucks Pocket
K Pine Hill/Black Fox Valley/Lead Mine Valley
L White Oak Valley
M Eureka/Candies Creek

The BCC Region (Bradley County, City of Cleveland, and City of Charleston) is a thriving area in southeast Tennessee. In 2009, the region was experiencing new economic growth including significant investments from Volkswagen, Wacker Chemie, and Whirlpool. To manage these and future opportunities, a team led by McBride Dale Clarion was selected to facilitate a regional strategic plan. The plan utilized growth scenarios to forecast fiscal and service impacts on the communities. Action strategies were developed to

guide the region for successful growth and redevelopment while maintaining valuable community assets and the region's small town values. A crucial implementation recommendation from the plan was the creation and adoption of coordinated comprehensive plans for the three jurisdictions. The BCC Region is a sub-area in the Thrive 2055 effort. After completion of the BCC 2035 Joint Strategic Plan, Greg Dale and Emily Crow went on to lead a team to create a similar

strategy for the much larger tri-state region. Helping to align efforts in one part of the region with those in other areas.

PROJECT PARTNERS

- Clarion Associates
- RPM Transportation Consultants LLC
- AECOM

CONTACT INFORMATION

Greg Thomas, AICP
Director - Community Development
Department
Cleveland, Tennessee
P: 423.479.1913
E: gthomas@cityofclevelandtn.com