



# Wilson County *Tennessee*



WILSON COUNTY LAND USE PLANNING

# Preparing Wilson County for the Next 25 Years

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Phase 1 Land Use Plan Update Open Houses | March & April 2022

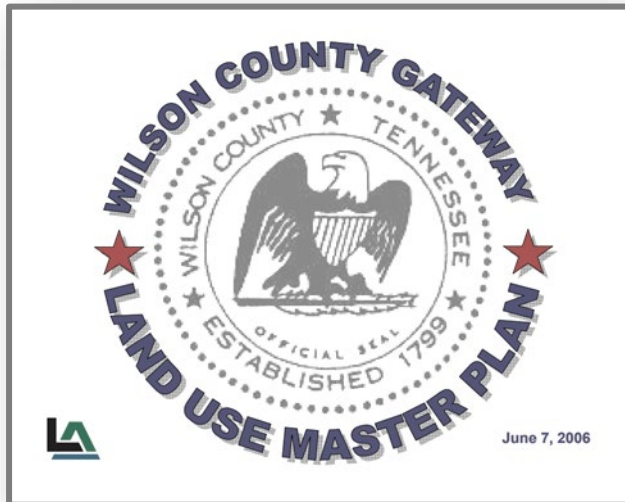
# Purpose of a Land Use Plan

**A countywide initiative to engage residents and others in a conversation about future growth.**

## **The plan will:**

- Guide land development decisions and infrastructure investments
- Identify suitable areas for residential, commercial, agriculture, and industrial development
- Identify areas that should be preserved and conserved

# The Existing Plan



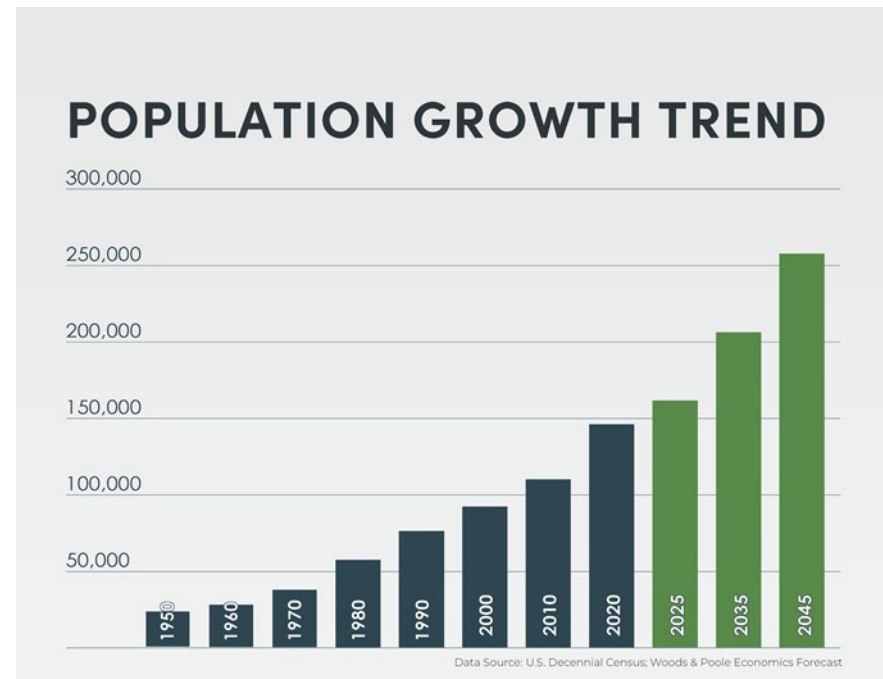
## Adopted Wilson County Gateway Land Use Master Plan:

- 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

# Updating the Plan

## It's time to update the Wilson County Land Use Master Plan:

- Since 2010, over 280 people are added every month,
- This is a 30% increase in population
- By 2045, over 250,000 people are expected to live in the county.



# Our Approach



**Involvement of the community, and**

**in collaboration with:**

- The municipalities of
  - Lebanon,
  - Mt. Juliet, and
  - Watertown

**in partnership with:**

- Greater Nashville Regional Council (GNRC)

# Planning Process

**Step 1.**

**Vision &  
Expectations**

**(Listening)**

**Step 2.**

**What If  
Scenarios**

**(Brainstorming)**

**Step 3.**

**Strategy and  
Planning**

**(Deciding)**

# LISTENING

## Visioning & Expectations



### Community Values

What is important about the community?

Values will inform the vision.



### Community Vision

How does the community imagine the physical, economic, and social fabric of the county?



### Community Goals

The goals provide direction and set expectations for the plan.

# BRAINSTORMING

## What If Scenarios



### Community Profile & Growth Projections

What has changed? And based on those historical trends what can we anticipate in the future?



### Alternative Growth Patterns

Where and how will we grow?  
What if we do it differently?



### Priorities & Tradeoffs

How do these align with the community's vision? What impact does our growth pattern have on community priorities? What are the tradeoffs?

# DECIDING

## Strategy & Planning



### Strategies & Actions

Develop strategies and actions that align with the community's values and vision and implement the goals



### Land Development Map

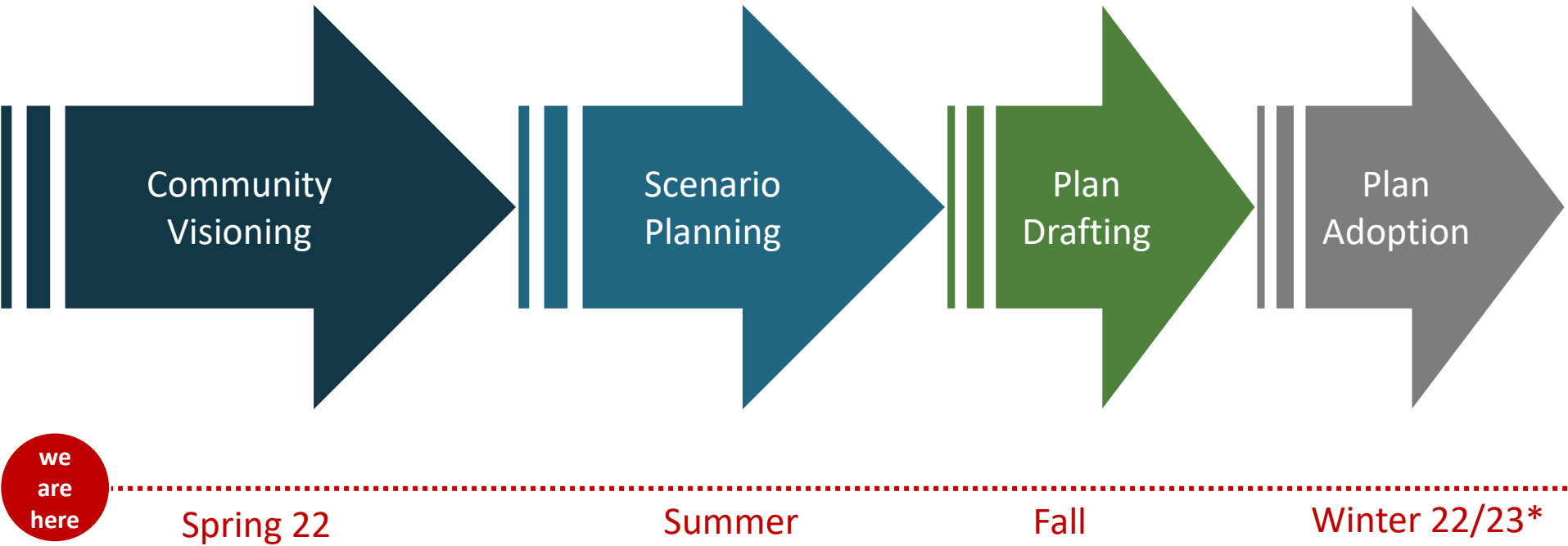
Identifying where to grow and what type of development to encourage in the County and what transportation infrastructure is needed to support the development.



### Implementation Guidance

Providing guidance to staff, stakeholders, and officials on how to use the plan in everyday decision-making.

# Anticipated Timeline



\*Subject to community feedback and planning resources

# Implementation of the Plan

## The future land use master plan guides land use decisions and policy through:

- Updates to the zoning ordinance and map to align with community vision,
- Identification and assignment of resources (staff and financial) to implement community vision, and
- Development and policy recommendations reviewed by staff, appointed and elected officials.

# Recent Trends

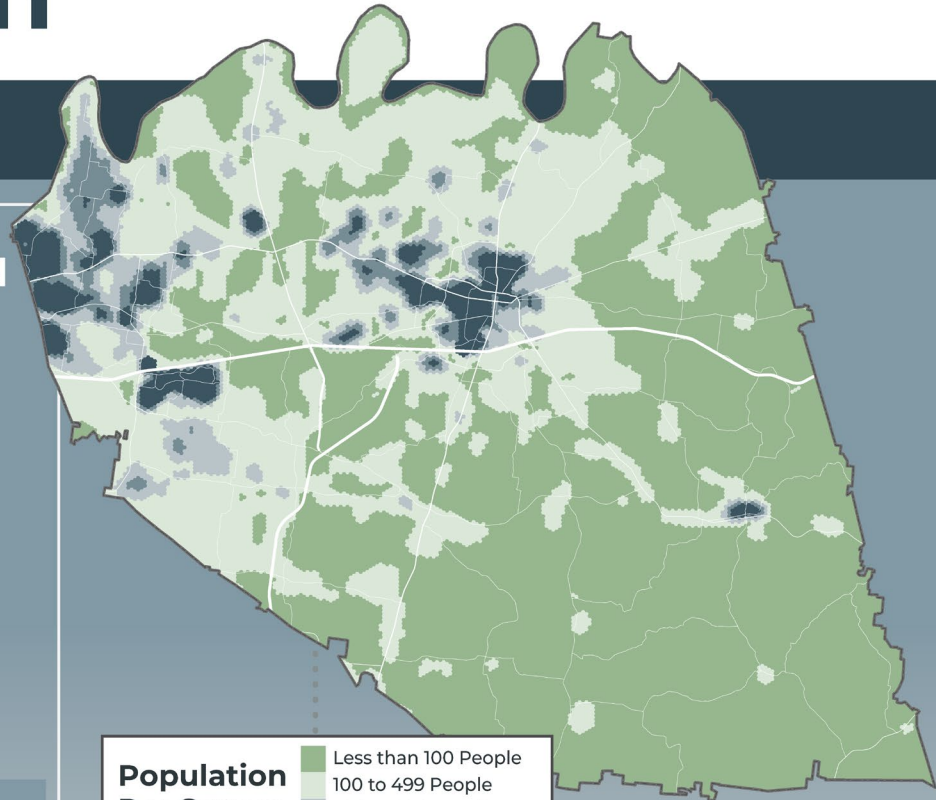
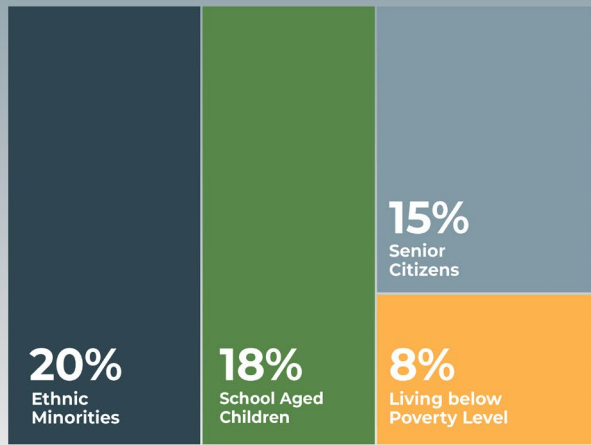
# Population

AT A GLANCE

CURRENT POPULATION  
OF WILSON COUNTY

**147,737**

**30%** INCREASE  
SINCE 2010



**281**

Number of people  
gained per month  
between 2010 and 2020

Data Source: 2020 U.S. Census, all others 2019 ACS

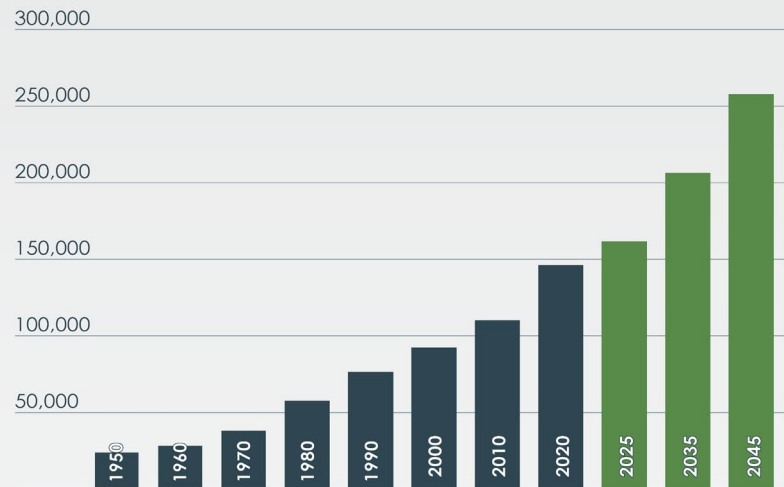
# Residential Population

## AVERAGE HOUSEHOLD SIZE



Data Source: 2019 ACS

## POPULATION GROWTH TREND



Data Source: U.S. Decennial Census; Woods & Poole Economics Forecast

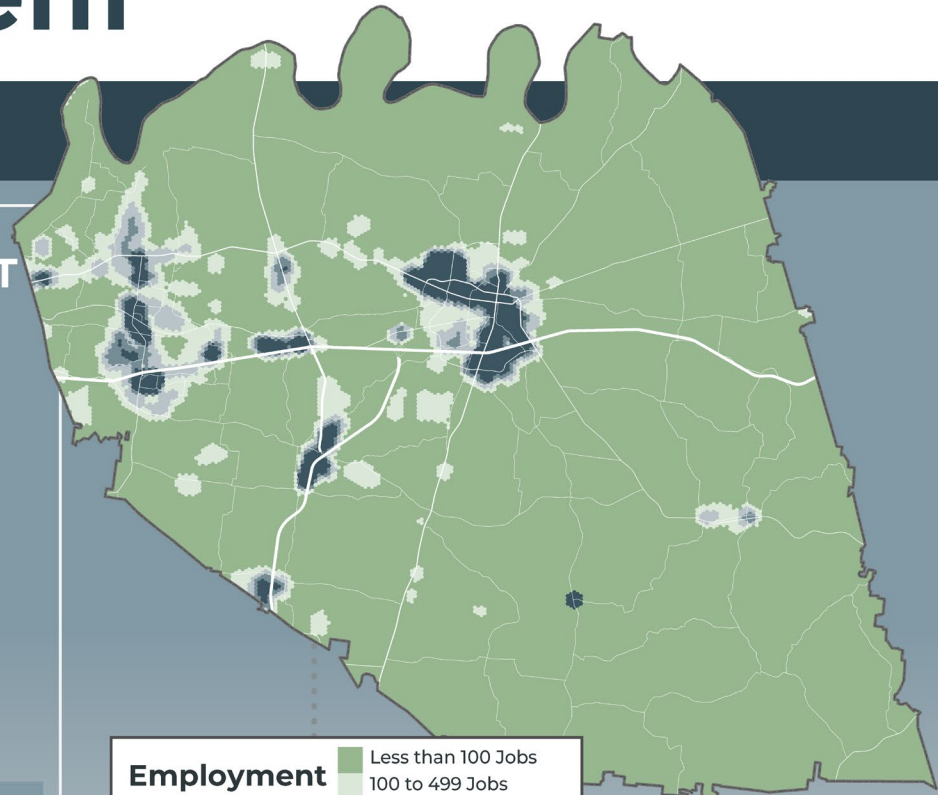
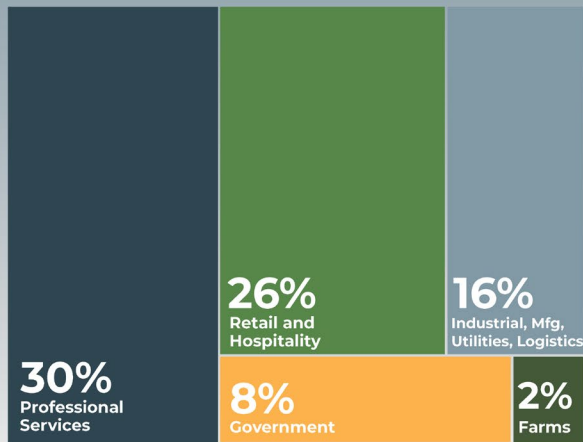
# Employment

AT A GLANCE

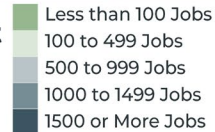
CURRENT EMPLOYMENT  
IN WILSON COUNTY

**76,738**

**44%** INCREASE  
SINCE 2010



**Employment  
Per Square  
Mile (2020)**



**195**

Number of jobs gained  
per month between  
2010 and 2020

# Jobs & Economy



## Type of Workers



**44%**  
Blue Collar\*



**28%**  
White Collar\*

\*will not add to 100% since not all jobs are identifiable as blue or white collar

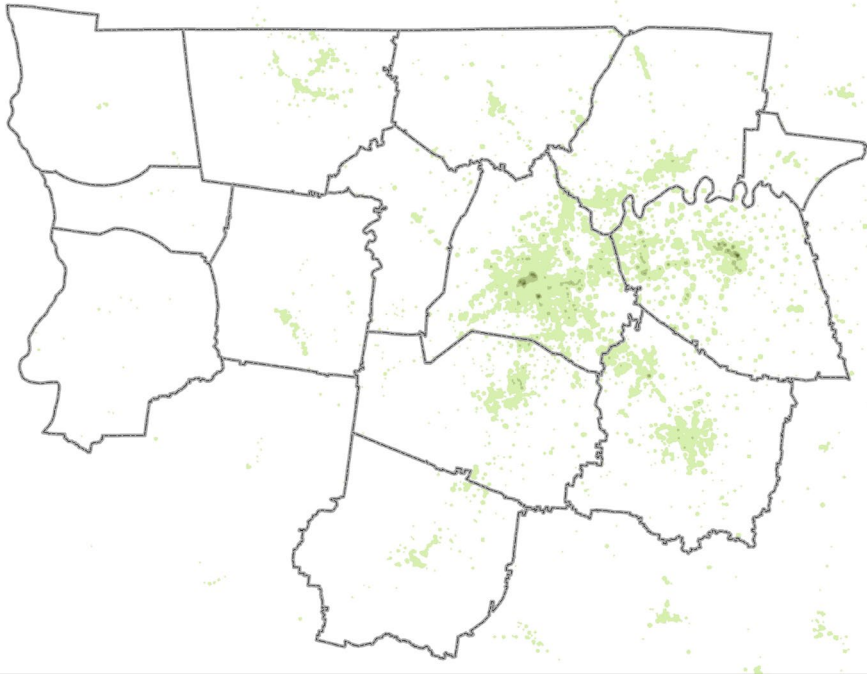
Data Source: Bureau of Labor Statistics, 2021



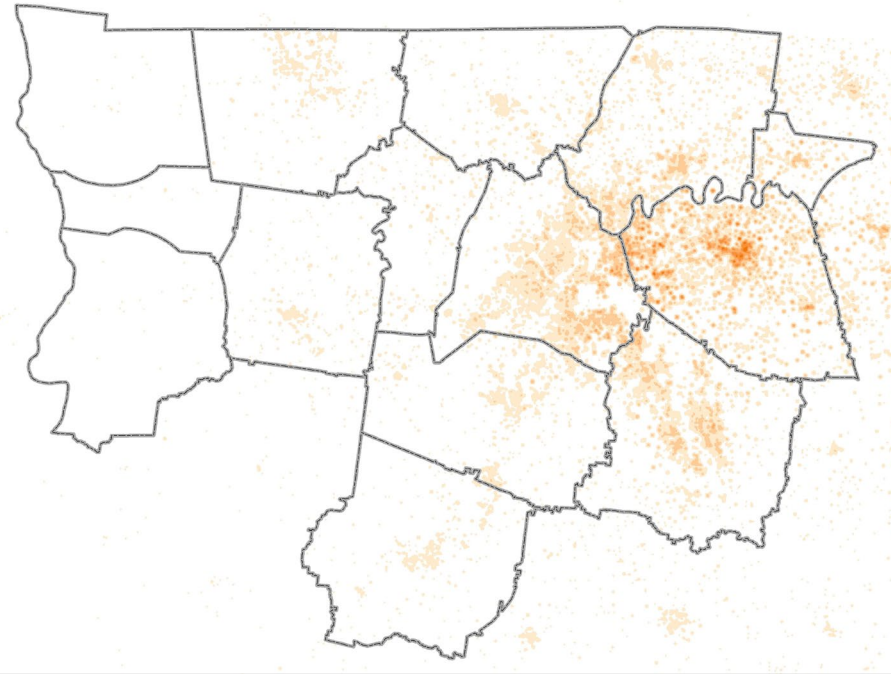
## Top Five Employers

	COMPANY / ORGANIZATION	NUMBER OF EMPLOYEES
1	<b>County Board of Education</b>	2,500
2	<b>Amazon</b>	1,389
3	<b>CEVA Logistics</b>	1,157
4	<b>County Government</b>	650
5	<b>Lochinvar, LLC</b>	612

# Work Commuting



Where Wilson Residents Work



Where Wilson Workers Live

49K Wilson County residents work outside the County

31K Out-of-county residents work in Wilson County

37% of Wilson County workers are locals

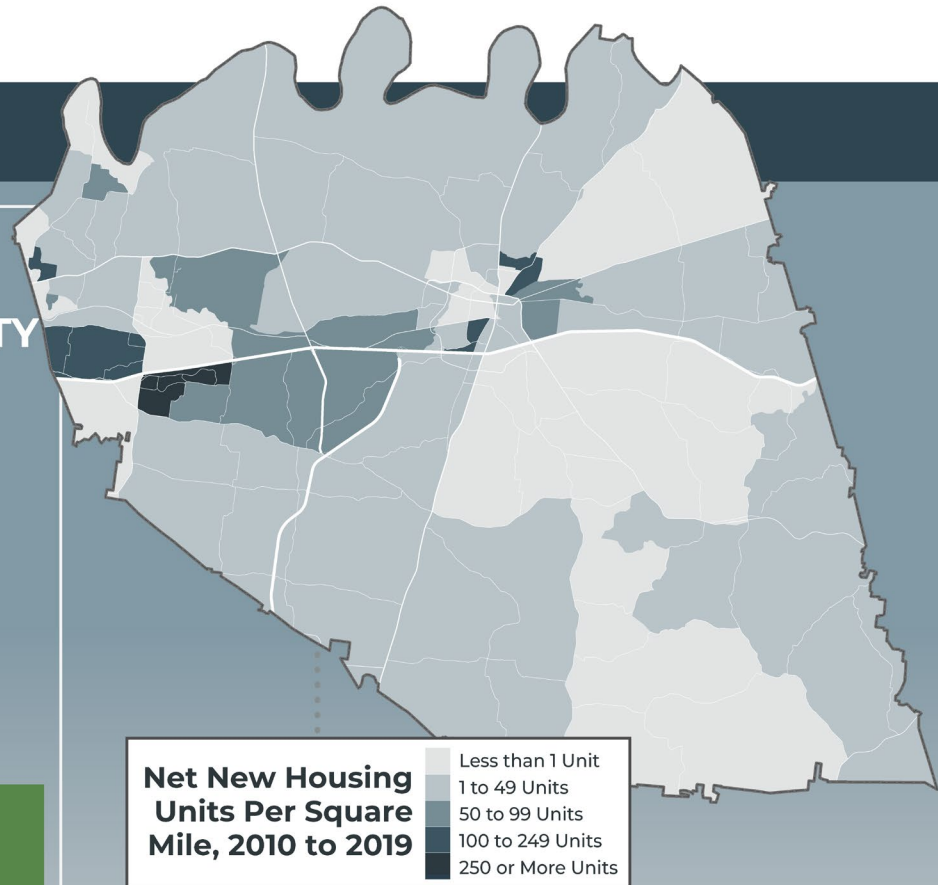
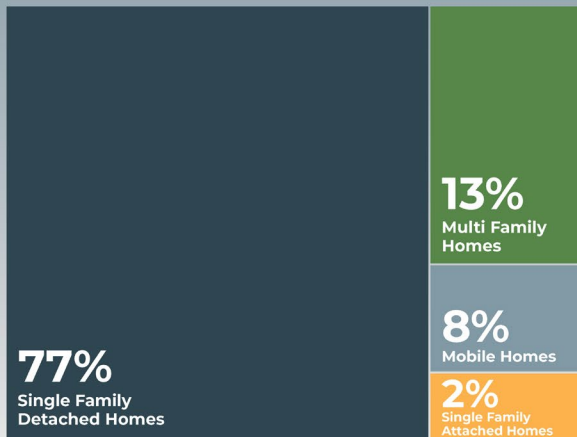
# Housing

AT A GLANCE

NUMBER OF HOUSING  
UNITS IN WILSON COUNTY

**53,339**

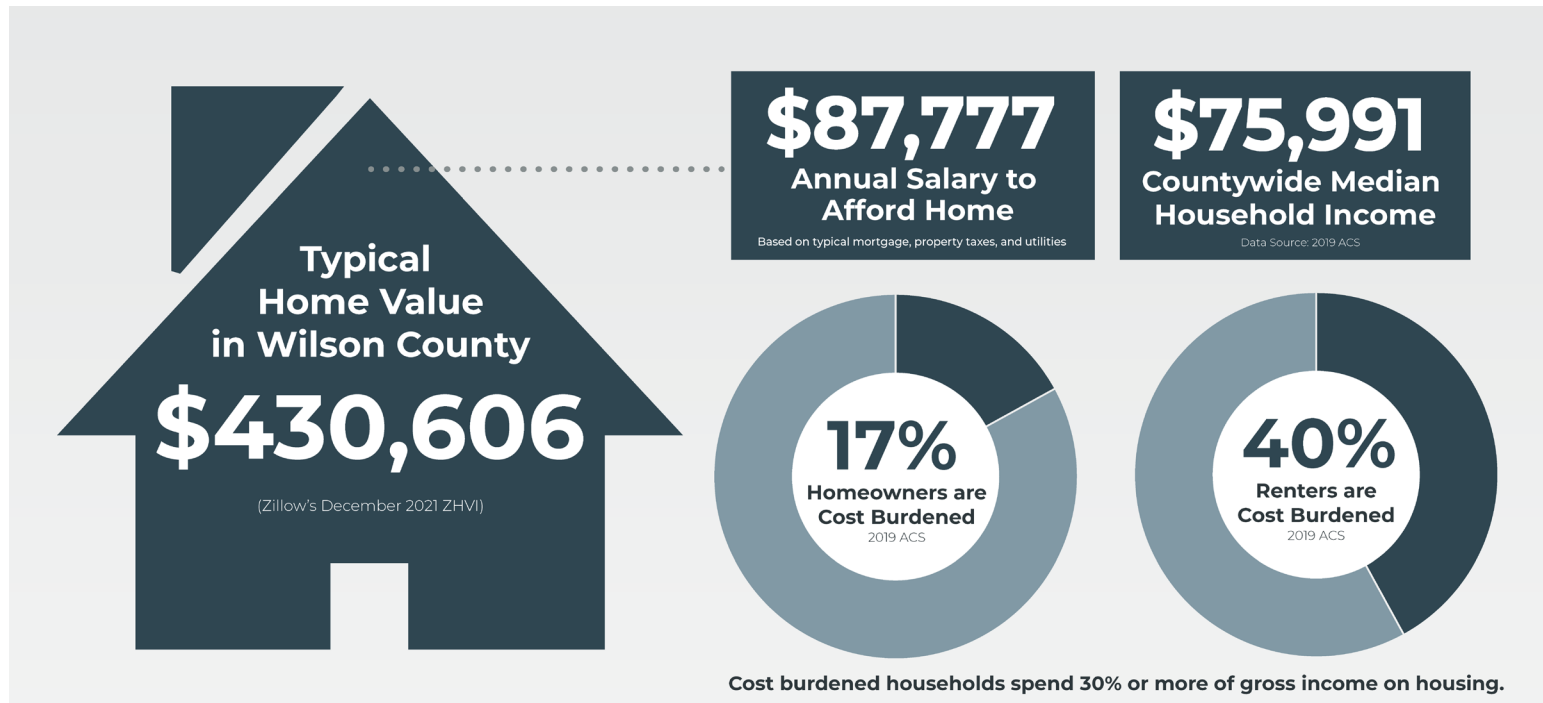
**21%** INCREASE  
SINCE 2010



**87**

Net new housing units  
gained per month  
between 2010 and 2019

# Housing Affordability



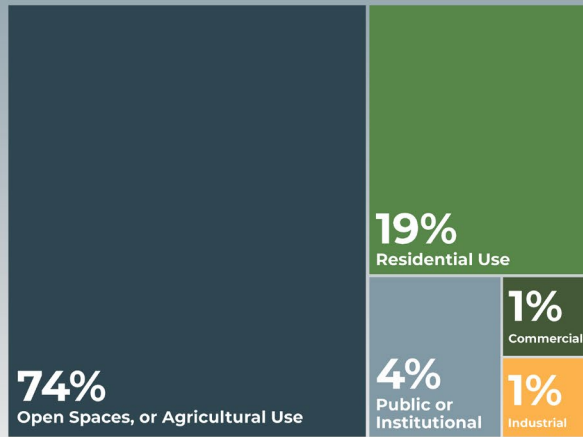
# Land Use

AT A GLANCE

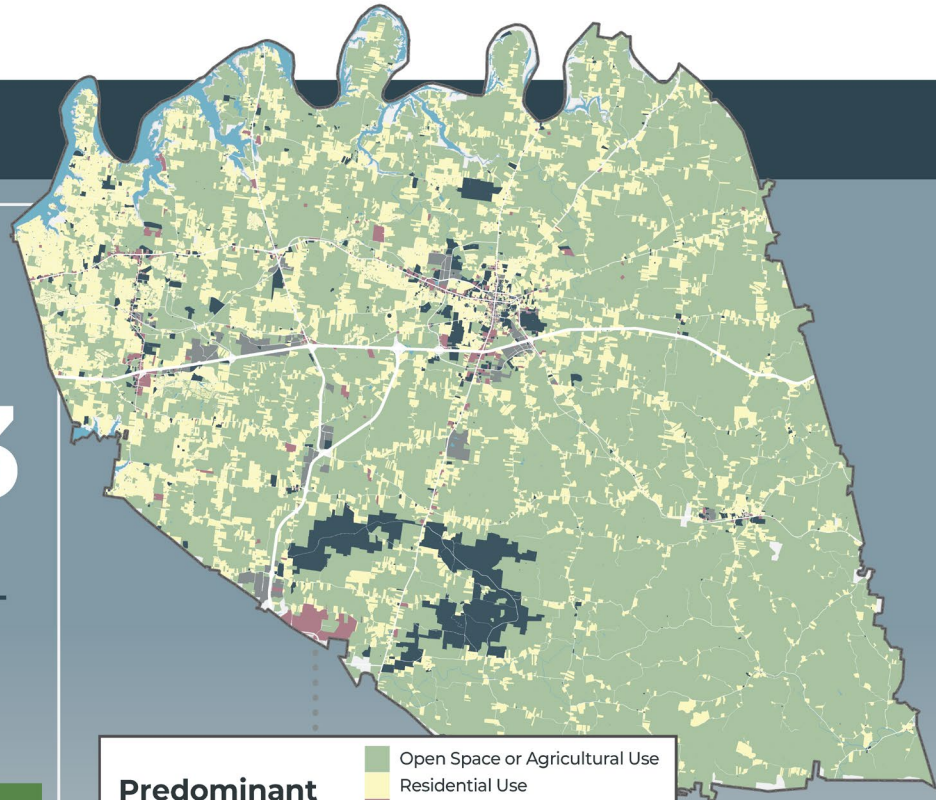
TOTAL ACRES OF LAND  
IN WILSON COUNTY

**349,353**

**56,485** INDIVIDUAL  
PARCELS



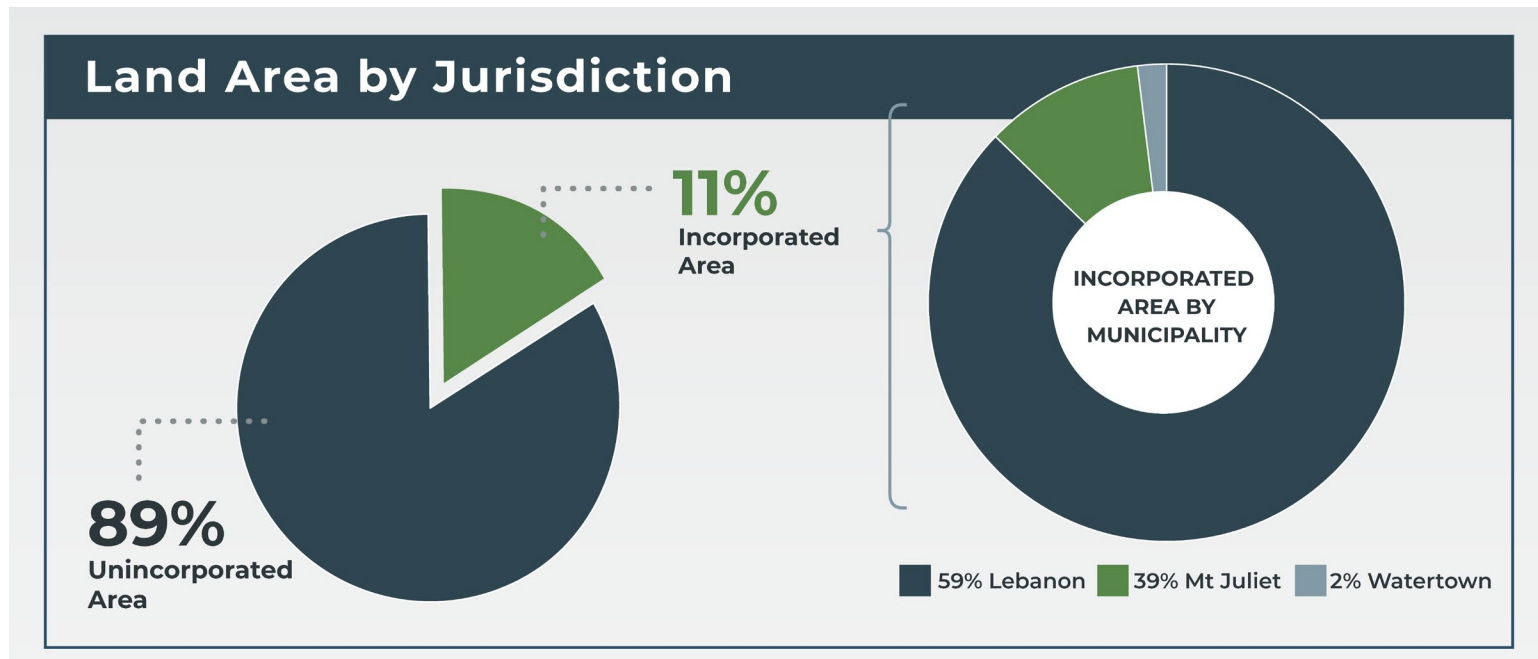
Data Source: 2017 County Tax Assessor



**30**

Number of acres of  
impervious cover  
gained per month  
between 2010 and 2019

# Land Area by Jurisdiction



# Recent Trend Highlights

281

People  
per Month

30% INCREASE IN  
POPULATION

195

Jobs  
per Month

44% INCREASE IN  
OCCUPIED JOBS

87

Housing Units  
per Month

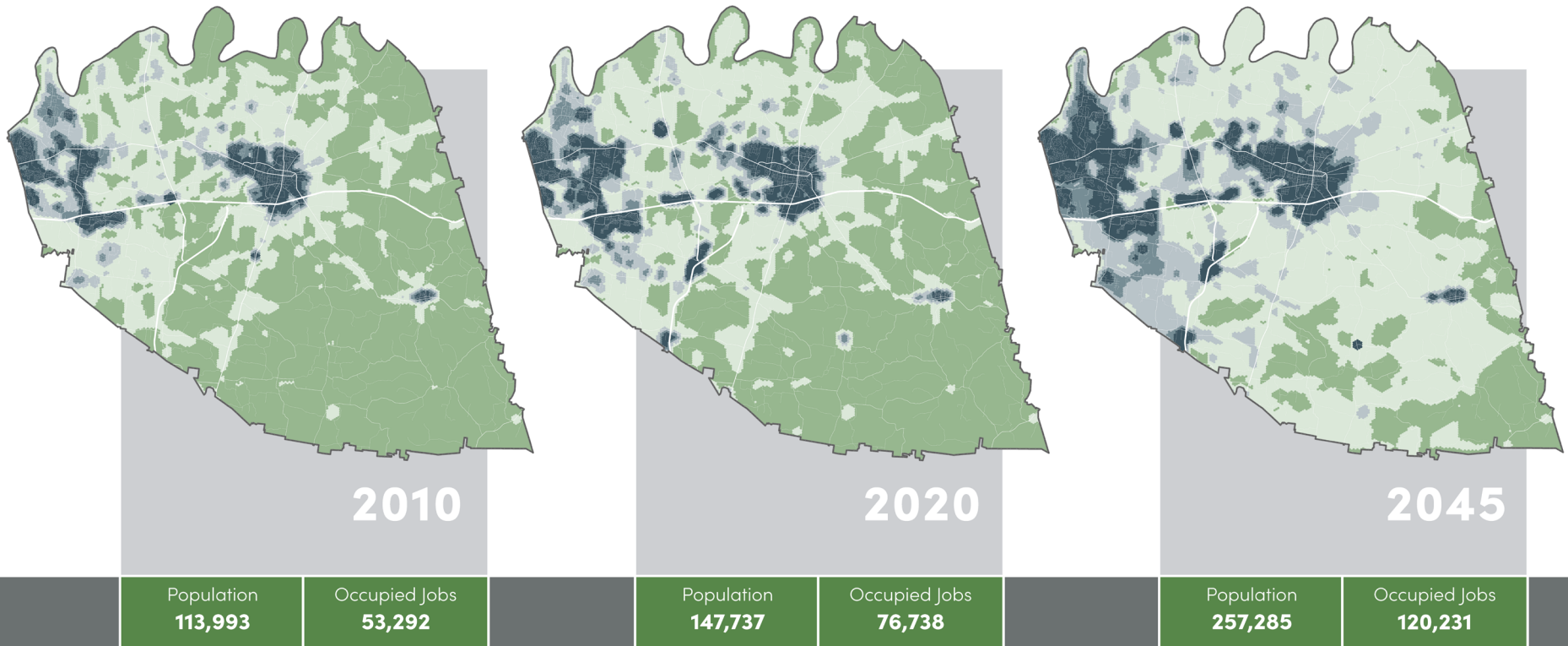
21% INCREASE IN  
HOUSING UNITS

Looking Ahead

# County Growth Trend

Historic and Projected Development Pattern, 2010 thru 2045

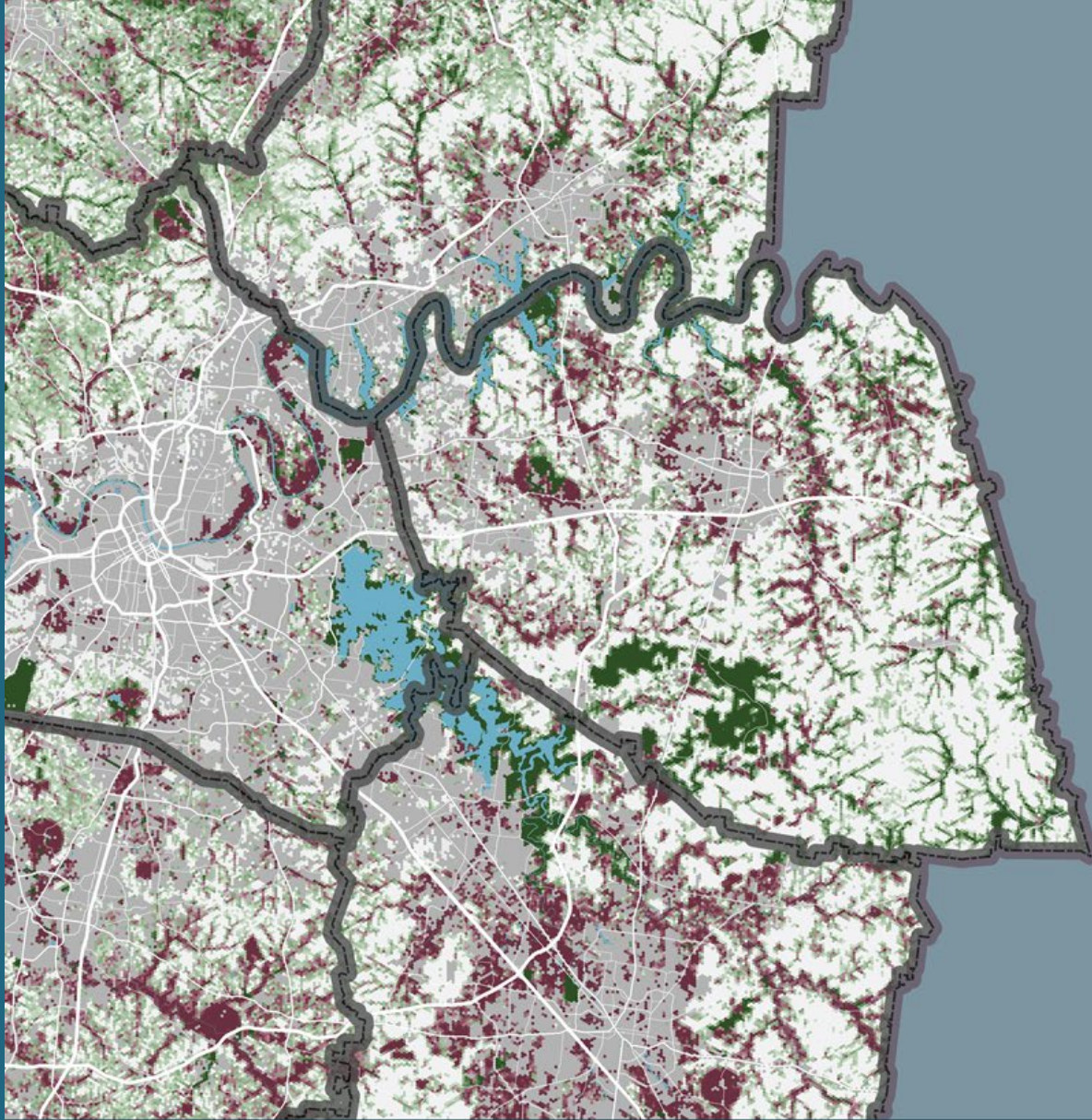
Present day street network used in all three maps.



2010 Population based on U.S. Census Bureau  
2010 Occupied Jobs based on U.S. Bureau of Economic Analysis

2020 Population based on U.S. Census Bureau  
2020 Occupied Jobs based on U.S. Bureau of Economic Analysis

2045 Forecasts by Woods and Poole Economics and GNRC Land Use Model



## 2045 OUTLOOK

Wilson County is home to a number of natural areas that will be vulnerable to future development if population growth continues to sprawl across the landscape as it has in recent decades. These areas include steep slopes, flood plains, wetlands, rivers and streams, and other habitats that support the county's biodiversity.

This map depicts environmentally sensitive areas in green or red depending on their level of vulnerability to projected growth. Red areas are most vulnerable to new growth based on regional land development forecasts.

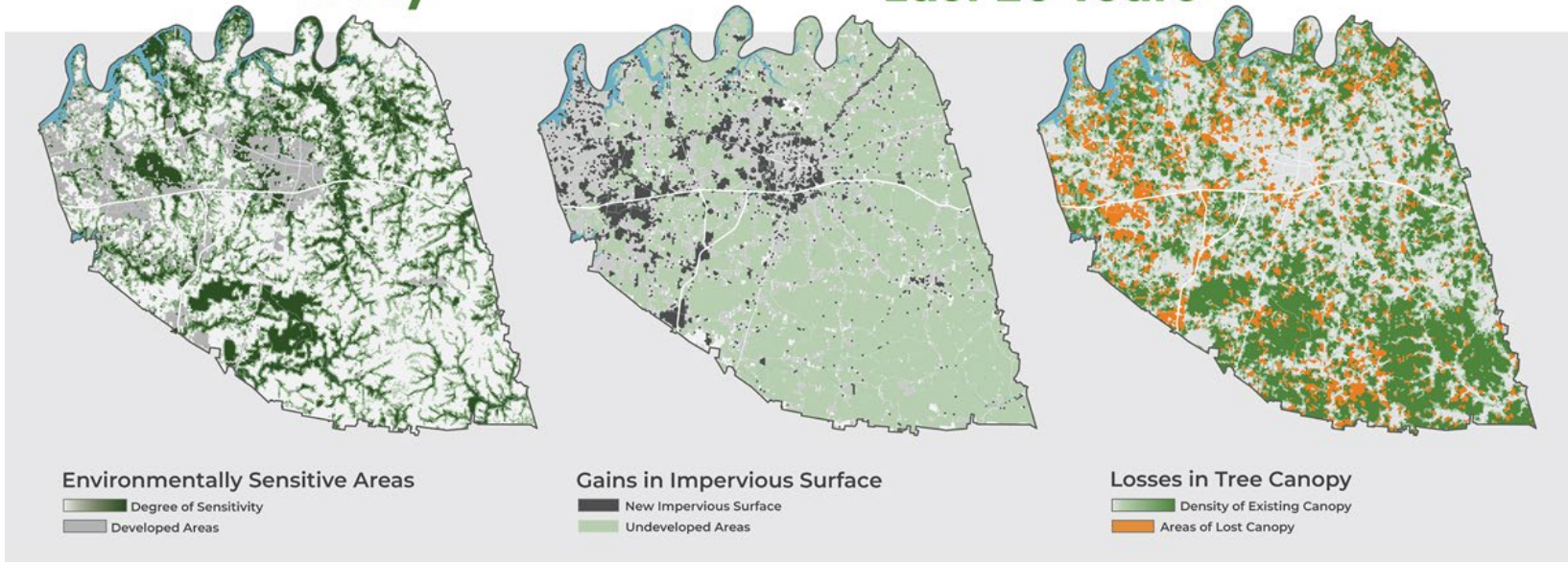
# Implications of Growth

Impacts on Open Space and Natural Areas

# Impacts on Open Space

Today

— Last 20 Years —



FOREST AND SCRUBLAND

33%



of existing land consumed by 2045

AG AND GRASSLAND

18%



of existing land consumed by 2045

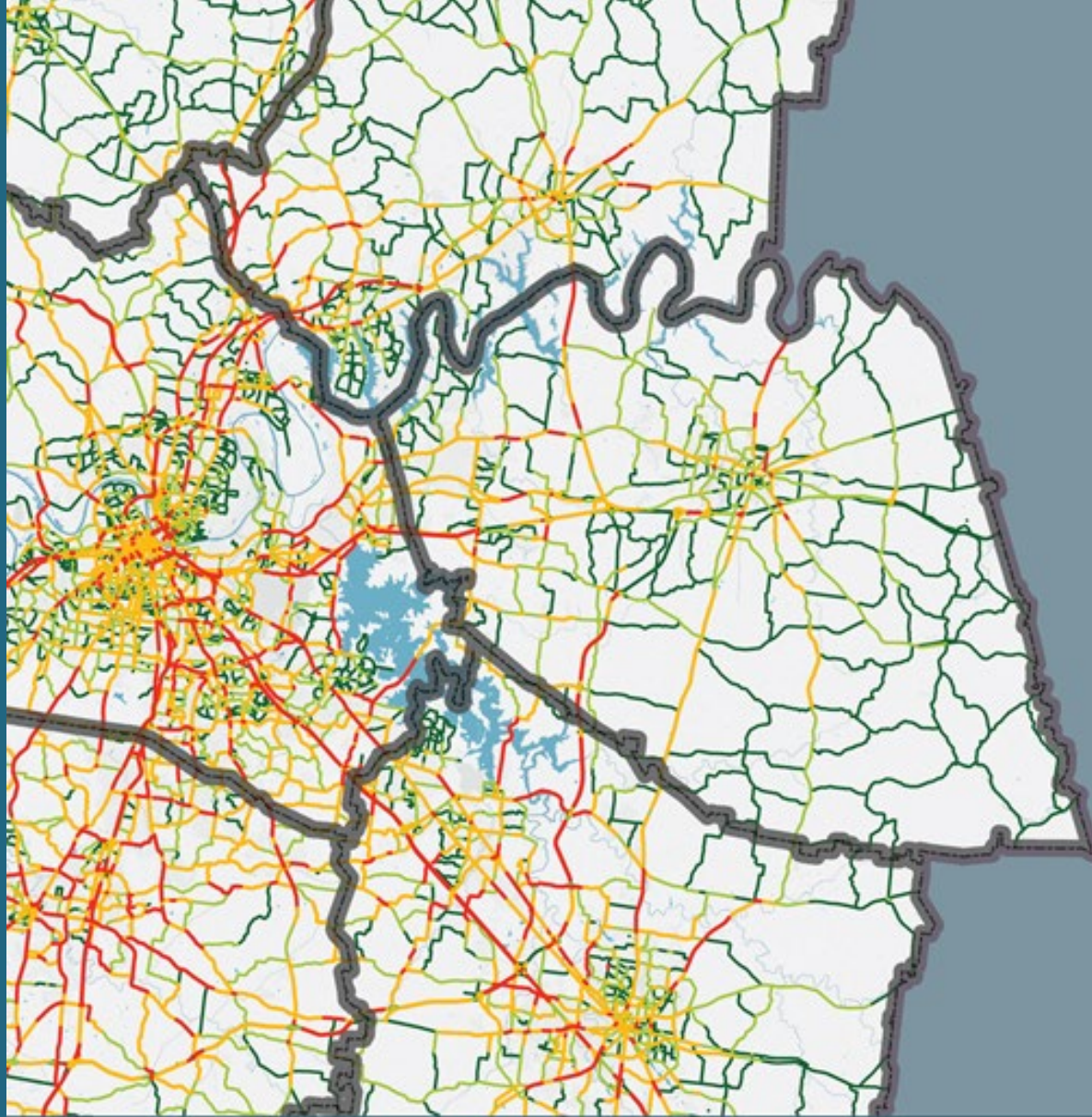
ALL OPEN SPACE

81k



acres of land consumed by 2045

Data sources for poster: National Land Cover Dataset; GNRC Land Use Forecasts and UrbanFootprint Model



## 2045 OUTLOOK

Traffic volumes have risen sharply in recent years leading to widespread congestion. By the year 2045, the amount of time area residents spend on congested roadways is expected to double as average travel speeds decline by 15% regionwide, according to regional forecasts.

This Map depicts routes that are anticipated to experience speeds slower than free flow by 2045. Dark green routes are forecast to operate at uncongested speeds, but others will experience regular delays with those in orange or red anticipated to see significant congestion.

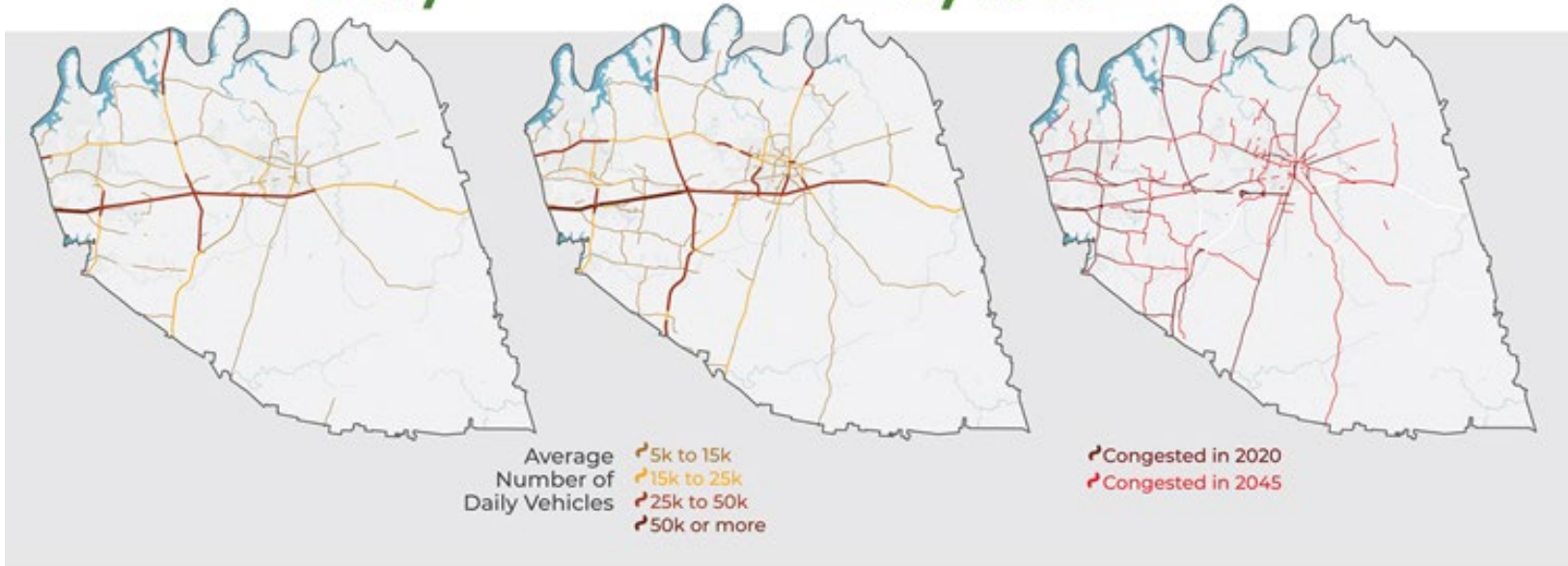
# Implications of Growth

Impacts on Transportation and Mobility

# Impacts on Area Travel

Today

— By 2045 —



LEBANON TO NASHVILLE

45-75  
MINUTES



Current  
Morning  
Commute

MORNING COMMUTE TIMES

71%



increase  
by 2045

TOTAL TIME TRAVELING EACH DAY

68%



increase  
by 2045

Data Sources: for poster: TDOT Traffic Counts; FHWA Highway Performance Monitoring System; GNRC Travel Demand Model

Staying Engaged

# Ways to Engage

4 Community  
Workshops

Online  
Surveys

Planning Staff  
& Website

Opportunities to Stay Engaged in the  
Planning Process

# Ways to Engage

## 4 Community Workshops

## Online Surveys

## Planning Staff & Website

- Engage county leadership and local experts on growth and development trends
- Map your concerns
- Share your vision

# Ways to Engage

4 Community  
Workshops

Online  
Surveys

Planning Staff  
& Website



- First survey available now
- Additional surveys available throughout the process

# Ways to Engage

4 Community  
Workshops

Online  
Surveys

Planning Staff  
& Website



- [WilsonCountyPlanning.Com](http://WilsonCountyPlanning.Com)
- Stay in touch with your county planning staff

# WilsonCountyPlanning.Com

Wilson County Planning

wilsoncountyplanning.com


search...  
GO



## Wilson County Planning Office

Planning Home Advisory Boards GIS Planning Resources Planning Review Process Watertown Wilson County Home Links

### Online Mapping



March 2022

### Wilson County Planning

#### [PUBLIC NOTICE: LANDUSE PLAN PUBLIC INPUT](#)

The Wilson County Planning Department serves as a central point of contact for development related matters such as: rezoning requests; land subdivision proposals; commercial, industrial and multi-family development proposals; site plan review, and Geographic Information Systems (GIS) Mapping. The Department provides advisory staff to the Wilson County Planning Commission, Wilson County Board of Zoning Appeals, and Wilson County Commission. The Department also routinely works with other county departments, government agencies, and private entities to improve efficiencies and level of service to the citizens of Wilson County, Tennessee.

### Contact/About Us

Wilson County Planning Office

**Office Hours**  
Mon-Fri 8:00 A.M. - 4:00 P.M.  
Office Closings [click here](#).

**Contact Number**  
615-449-2836

# Share Your Opinions

Take a Brief Survey to Share  
Your Opinions and Preferences  
about Wilson County's Future

[GNRC.org/Survey/WilsonPlanning](https://GNRC.org/Survey/WilsonPlanning)



**SCAN ME**