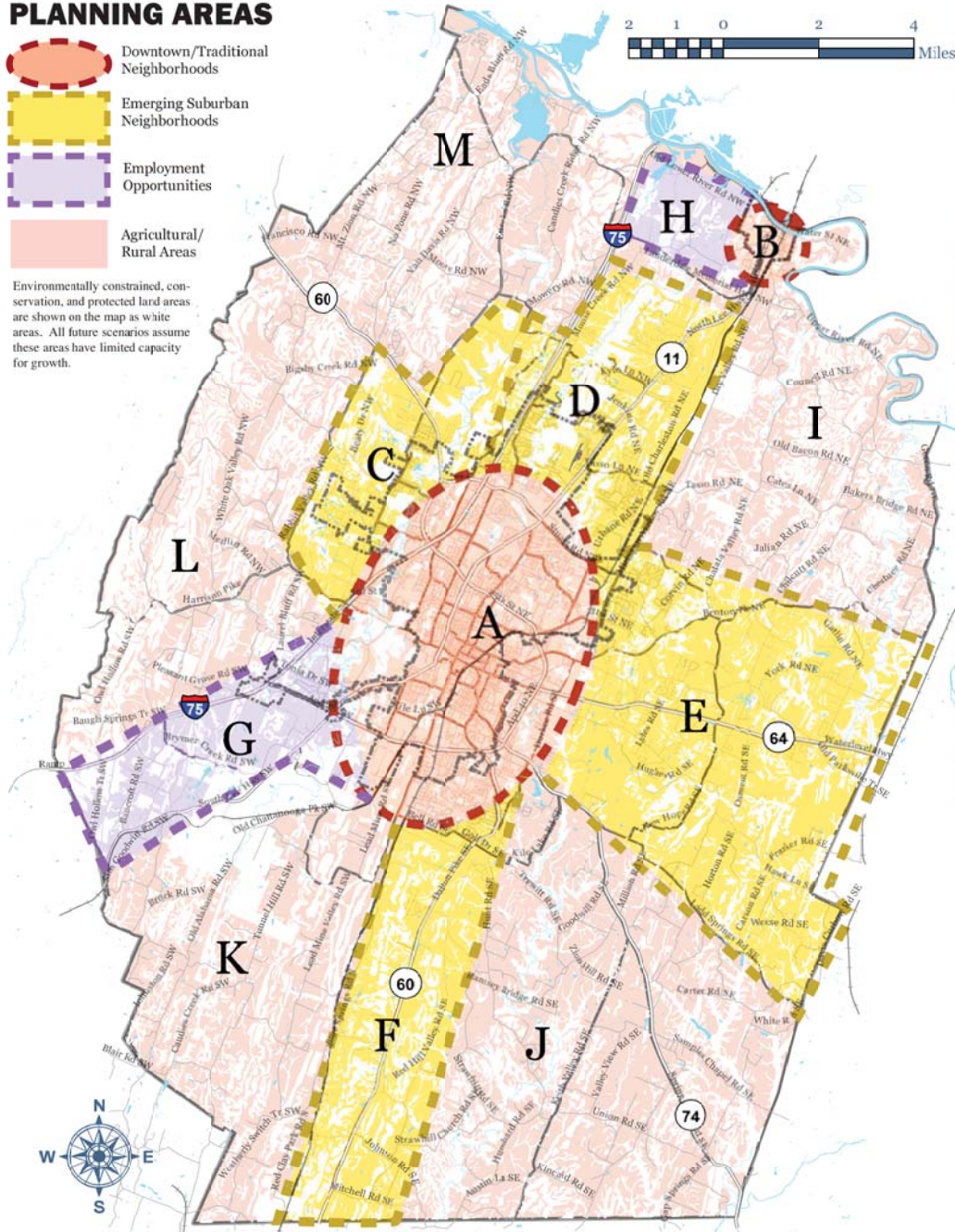


PLANNING AREAS

- Downtown/Traditional Neighborhoods
- Emerging Suburban Neighborhoods
- Employment Opportunities
- Agricultural/Rural Areas

Environmentally constrained, conservation, and protected land areas are shown on the map as white areas. All future scenarios assume these areas have limited capacity for growth.



- A-Cleveland Urban Core
- B-Charleston Core
- C-Rabbit Valley/West Cleveland
- D-South Mouse Creek
- E-U.S. 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-Chatata Valley/Locust Hill
- J-Valley View/Bucks Pocket
- K-Pine Hill/Black Fox Valley/Lead Mine Valley
- L-White Oak Valley
- M-Eureka/Candies Creek

SCENARIO CHARACTERISTICS

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.

Key assumptions of this scenario include:

- Approximately 30% of the residential growth occurs in urban areas (Cleveland and UGB) and 70% in the unincorporated County.
- Heavy residential growth allocated to the east of Cleveland in the US 64/74 Corridor East (Area E), to the north of Cleveland in the South Mouse Creek Area (Area D), and along Dalton Pike in the Blue Springs/Hungary Hollow/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 33/Old Lower River (Area H).
- Marginal low density residential allocated in the remaining areas.

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.

Key assumptions of this scenario include:

- Approximately 70% of the residential growth allocated in urban areas (Cleveland and UGB) and 30% in the unincorporated 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 12 units per acre in some areas.
- Likewise, redevelopment is assumed to provide employment growth within these areas as well.
- Employment growth allocated near APD 40/Exit 20 and to the north near Exit 33/Old Lower River.
- Marginal low density residential allocated to the other areas.

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 occurring in this area. However, in many ways this is similar to scenario 1.

Key assumptions of this scenario include:

- Approximately 30% of the residential growth allocated in urban areas (Cleveland and UGB) and 70% in the unincorporated County.
- Residential growth allocated in the current limits of the city through redevelopment and infill, additional low density development allocated throughout the unincorporated County with concentrations along Dalton Pike (Area F) and in the Mouse Creek Area (Area D) and in US 64/74 Corridor East (Area E) although not as intensely as in Scenario 1. Area J growth is anticipated near Dalton Pike.
- Again employment allocated in the I-75/McDonald/S. Lee Hwy. (Area G), and in the north part of the County near Charleston in the Exit 33/Old Lower River Area (Area H).
- Marginal low density residential allocated in the remaining areas.

Population Growth Allocations Comparison

Planning Area	2008 Population	Scenario 1 Population Growth (New)	Scenario 2 Population Growth (New)	Scenario 3 Population Growth (New)
A	39,741	6,636	10,991	7,722
B	651	221	132	130
C	7,638	2,185	5,179	1,441
D	10,166	4,166	8,427	2,517
E	12,392	9,281	2,973	4,161
F	1,379	1,650	730	1,935
G	3,398	767	495	1,489
H	570	264	184	152
I	2,222	927	730	419
J	6,832	1,697	900	4,803
K	4,627	2,680	818	5,234
L	3,083	801	723	1,614
M	3,771	1,558	861	1,104
Total	96,470	32,832	33,142	32,722

Employment Growth Allocations Comparison

Planning Area	2008 Employment	Scenario 1 Employment Growth (New)	Scenario 2 Employment Growth (New)	Scenario 3 Employment Growth (New)
A	36,641	3,253	12,905	5,568
B	423	220	42	36
C	979	1,430	1,740	2,064
D	3,844	1,475	840	3,279
E	1,013	2,590	101	375
F	56	125	6	5
G	1,295	5,320	1,952	5,084
H	1,354	2,200	750	2,200
I	77	130	7	6
J	452	227	45	41
K	2,091	1,220	538	203
L	463	450	46	113
M	282	360	28	26
Total	48,970	19,000	19,000	19,000

In each of the three future scenarios approximately 33,000 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 if there is a preferred pattern to encourage in the strategic plan.

PRELIMINARY SCENARIO ASSESSMENT

The following is a preliminary assessment of the each scenario. This assessment will be supplemented by the results of the fiscal, transportation, and utility provisions analysis.

scenario 1 PAST TREND GROWTH

- Maintains current planning policies and regulatory status quo
- Allows for market driven pattern of growth
- Maintains high percentage of single-family homes as new units are constructed
- Separates residential and business uses but not in a predictable way
- Unpredictable pattern makes planning for services and infrastructure difficult
- May promote widely distributed populations making it necessary to build more roads and infrastructure to serve the growth and increasing dependency on cars
- Does not provide for protection of environmentally sensitive areas
- Will ultimately make the character of the community more suburban

scenario 2 INFILL & REDEVELOPMENT

- Encourages reinvestment in existing development so public dollars can go further for maintenance and improvements rather than growth
- Introduces alternative housing types
- Creates a more pedestrian friendly walkable environment
- Will ultimately make the character of portions of the community more urban
- Would require a shift in development policies and incentives to focus on infill and redevelopment
- May place a strain on already overburdened and aging infrastructure
- Will ultimately make the character of portions of the community more urban
- Roads and alternative routes in the Mouse Creek Area are already viewed as being heavily burdened

scenario 3 SOUTHERN CORRIDOR

- Provides for a new type of development form
- Encourages pedestrian friendly walkable environment
- Capitalizes on regional activity due to Volkswagon
- Still allows for relative development flexibility in a majority of the county
- Encourages moderate infill and redevelopment in the city
- Will require special planning, incentives and regulations to achieve the mixed use community and compatibility
- May create competition with central Cleveland as an "urban center"
- May have difficulty providing centralized sewer services to Area G adequate to handle residential and employment growth (not yet calculated)
- Could change the character of Area G
- May be a concept that is embraced more by newcomers rather than long-time community residents

Scenario Performance Comparison Template

Goal (Draft for Discussion)	Scenario 1	Scenario 2	Scenario 3
Efficient Growth. Bradley County will grow and develop efficiently relative to the cost and timing of providing infrastructure and public facilities.	○	○	○
Infrastructure Directed Growth. Infrastructure and public facilities that meet defined level-of-service standards will be provided concurrent with new growth and development.	○	○	○
Economic Competitiveness. Bradley County will enjoy a growing, diverse, and balanced economy that provides equitable benefits to all segments of the population.	○	○	○
Fiscal Sustainability. A strong local economy and a diversified tax base will help position the local government to generate the revenues necessary to finance infrastructure and public facilities in a fiscally responsible manner.	○	○	○
Transportation Choices. A variety of transportation choices will be available to Bradley County residents and businesses, including safe and efficient roads, safe and welcoming bicycle and pedestrian facilities, and public transportation options.	○	○	○
Housing Choices. A balanced range of quality housing choices will be available to meet the needs of the full life cycle of ever changing demographics.	○	○	○
Natural & Cultural Resource Protection. Sensitive natural and cultural resources will be preserved and protected, and viewed as positive assets of the community that contribute to a sustainable future and a high quality of life.	○	○	○
Livability and Quality of Life. New growth and development will have a quality and character that promotes community livability, quality of life, and sustainable communities.	○	○	○
Value Existing Communities and Neighborhoods. Existing communities and neighborhoods will be valued, strengthened, supported, and enhanced.	○	○	○
Intergovernmental Coordination. Bradley County, the City of Cleveland, and the City of Charleston will work collaboratively and cooperatively to advance the goals of this strategic plan.	○	○	○

Legend
 ○ The scenario does not support the goal
 ◐ The scenario somewhat supports the goal
 ● The scenario strongly supports the goal

The next step in the process will develop indicators to help evaluate the scenarios' ability to attain the goals. The **Scenario Performance Comparison Template** above is presented as a tool that could be used to evaluate the scenarios against one another and the common goals. The goals presented here are in draft format and are subject to change. The Task Force will have the opportunity to direct the consultant to prepare this assessment for review, or conduct an individual assessment and consolidate the rankings to see which features the group thinks are most on target.