



**Jefferson County Community Engagement
Final Report and Recommendations
February 27, 2024**



GREEN PLAN

The Agenda

1. Welcome
2. Acknowledgements
3. Public engagement
 - a. Survey
 - b. Community Meetings
4. What We Heard
5. Recommendations
6. Next Steps
7. Open Discussion
8. Adjourn



Acknowledgements

- Citizens of Jefferson County
- Long Range Planning Committee
- Mayor Mark Potts
- LeAnn Sutton



Community Meetings

- Approximately 70 attendees at 3 meetings
- General comments
 - Preserve agricultural land
 - Rural character of Jefferson County is important
 - Control development
 - Locate commercial at intersections and along major highways
 - Limit new subdivisions



Community Engagement

- Survey
 - 1916 total responses
 - Highest response rate for any previous IBI survey
 - Higher response rate than Knox County survey



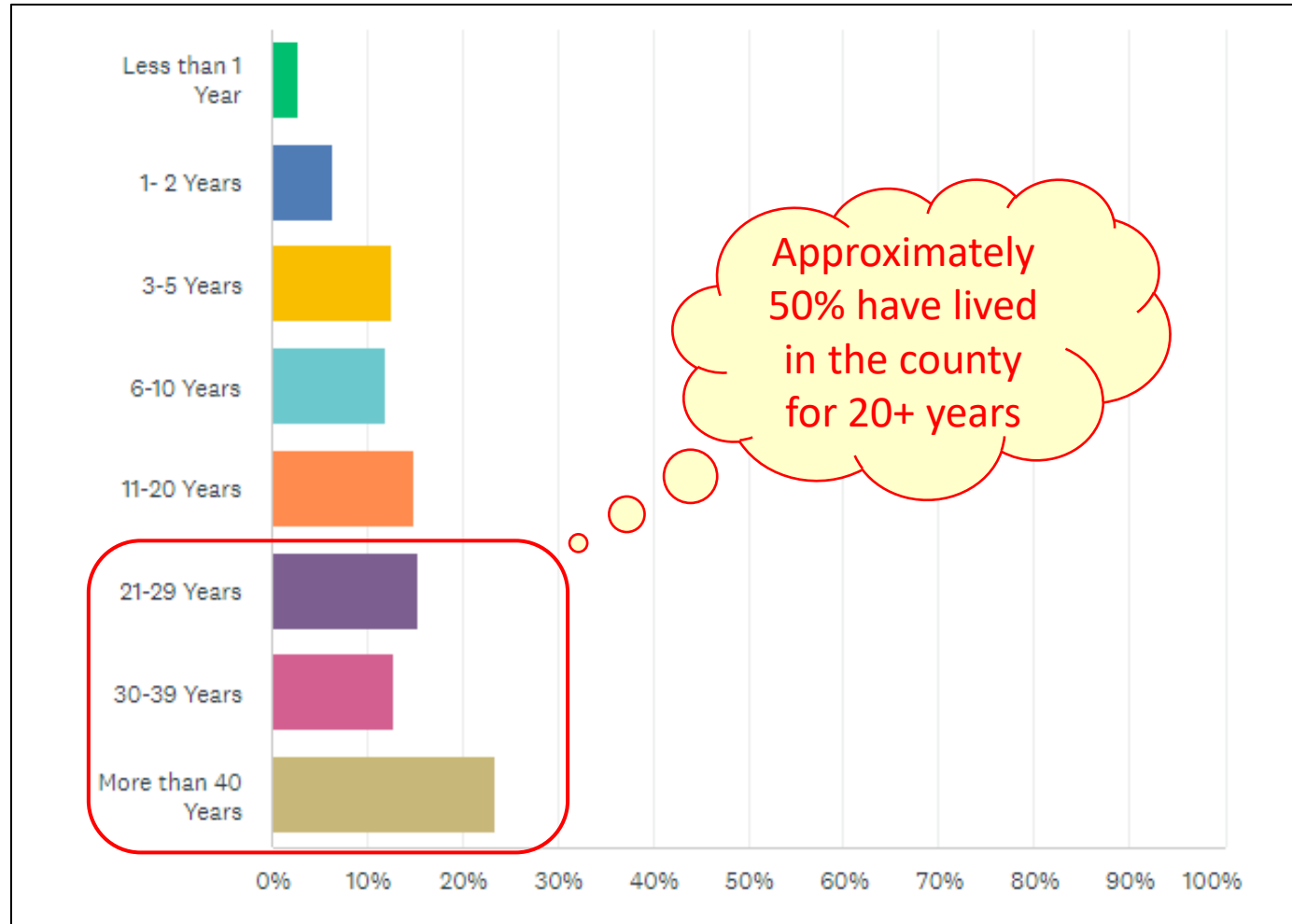
Demographics



Q5

How long have you lived in Jefferson County?

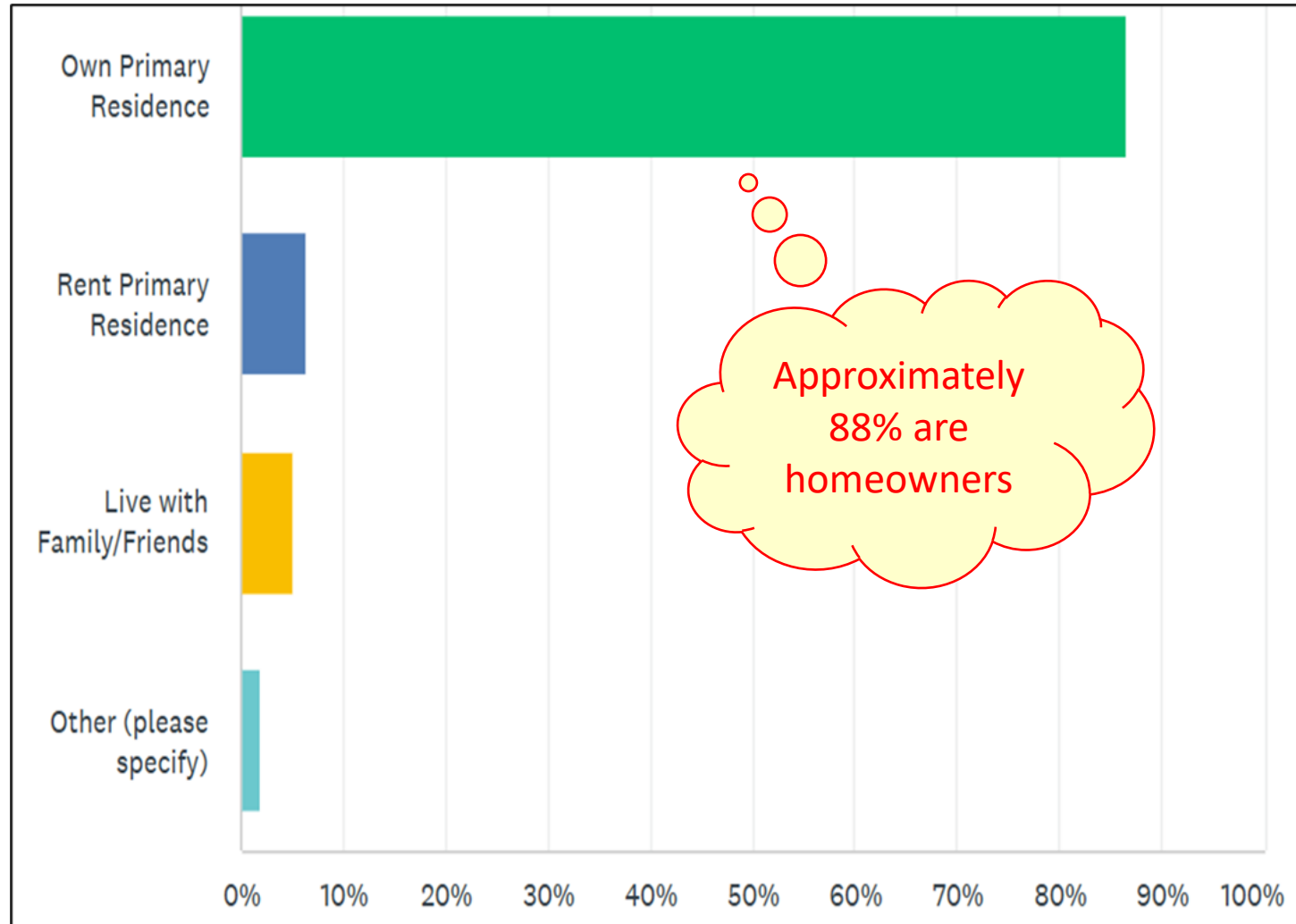
Answered: 1,916 Skipped: 2



Q6

What best describes your situation in Jefferson County?

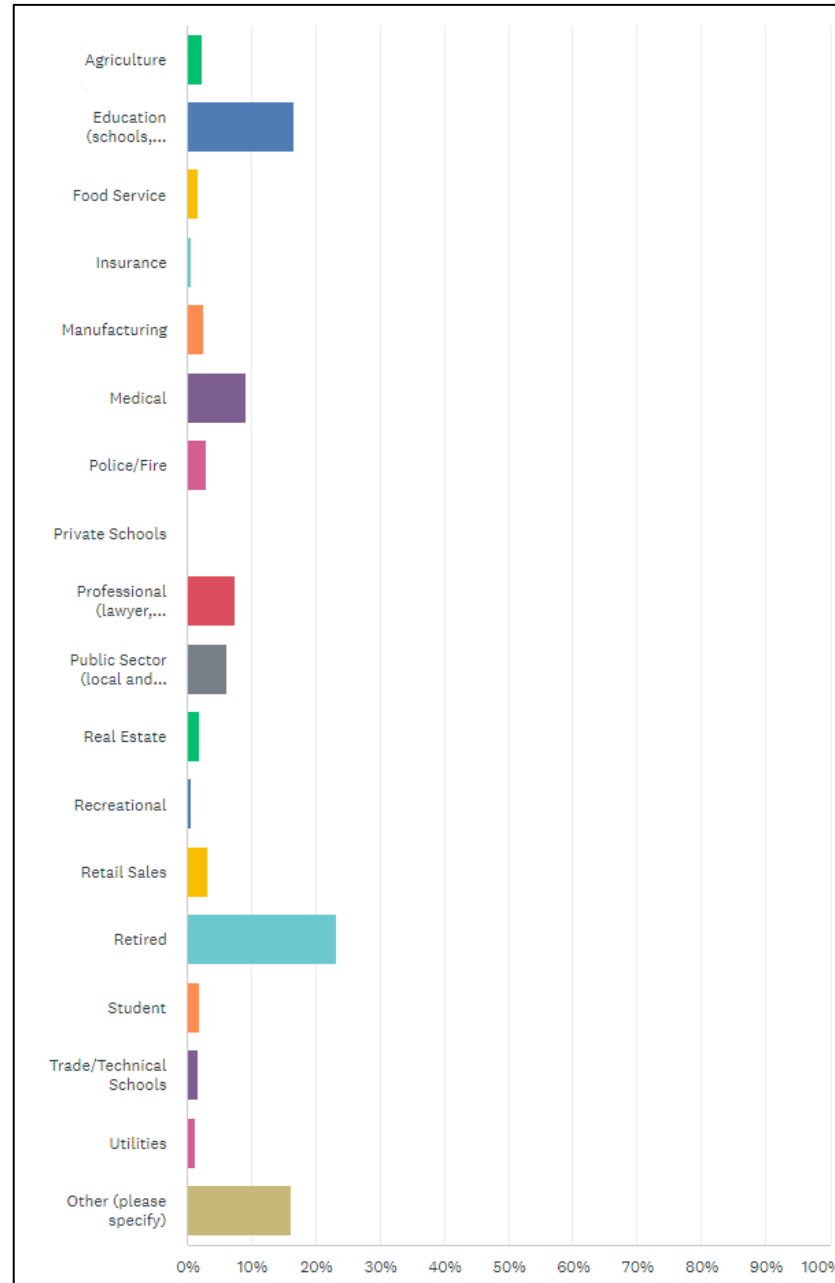
Answered: 1,917 Skipped: 1



Q7

What is your profession?

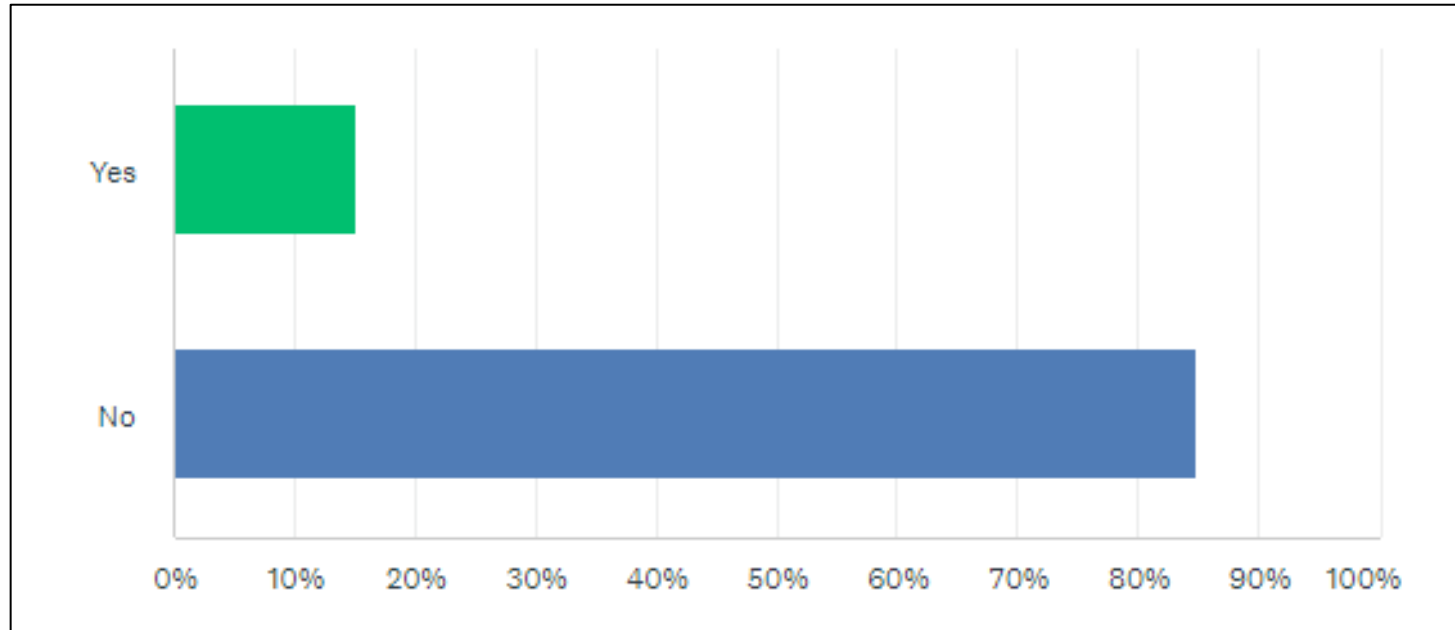
Answered: 1,910 Skipped: 8



Q8

Do you farm and/or own an agriculture-based business?

Answered: 1,913 Skipped: 5



What We Heard

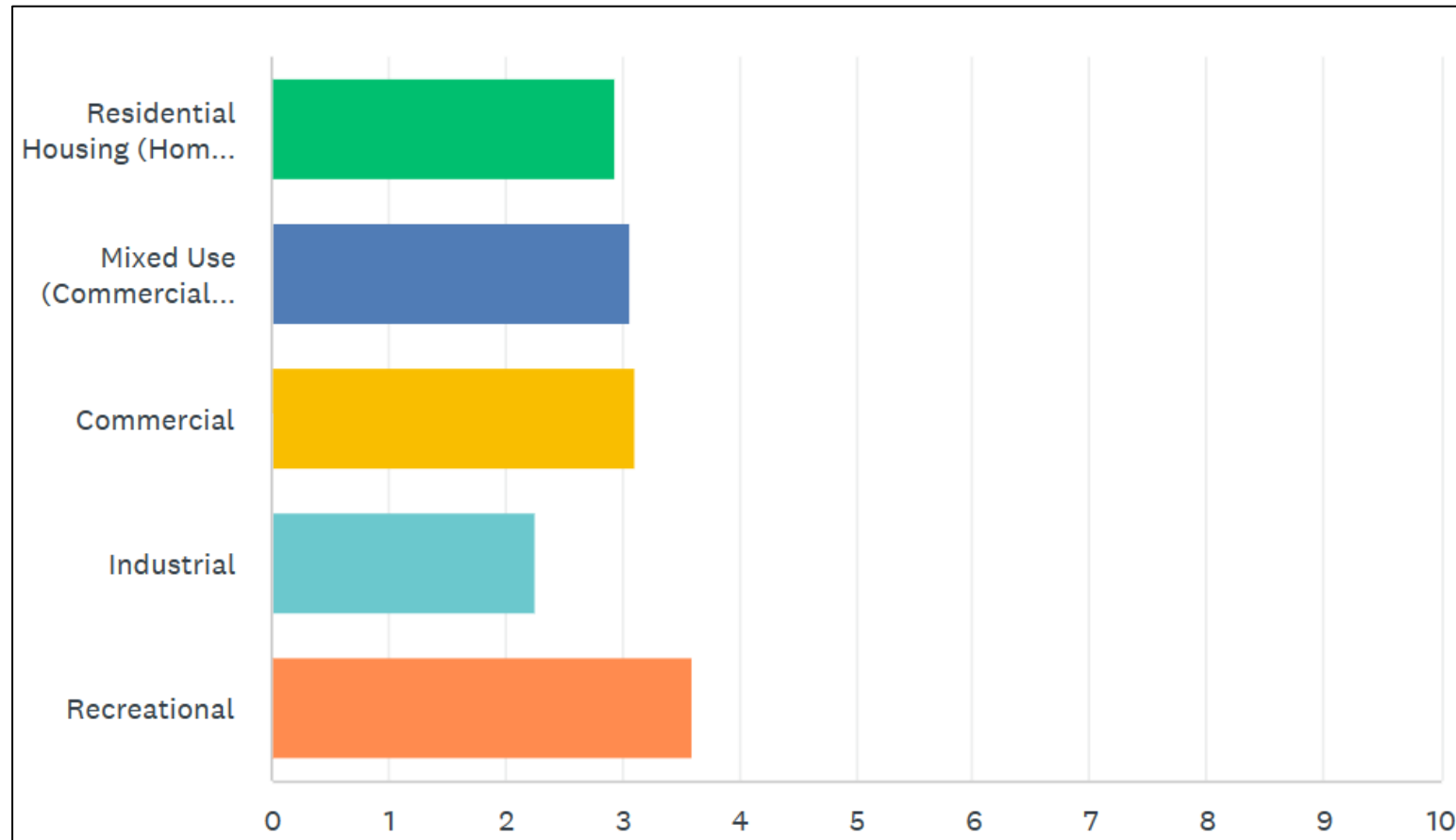
- Rural feel is important
- Preserving agricultural land is a priority
- Maintaining quality of school system as the county grows is important
- Economic development



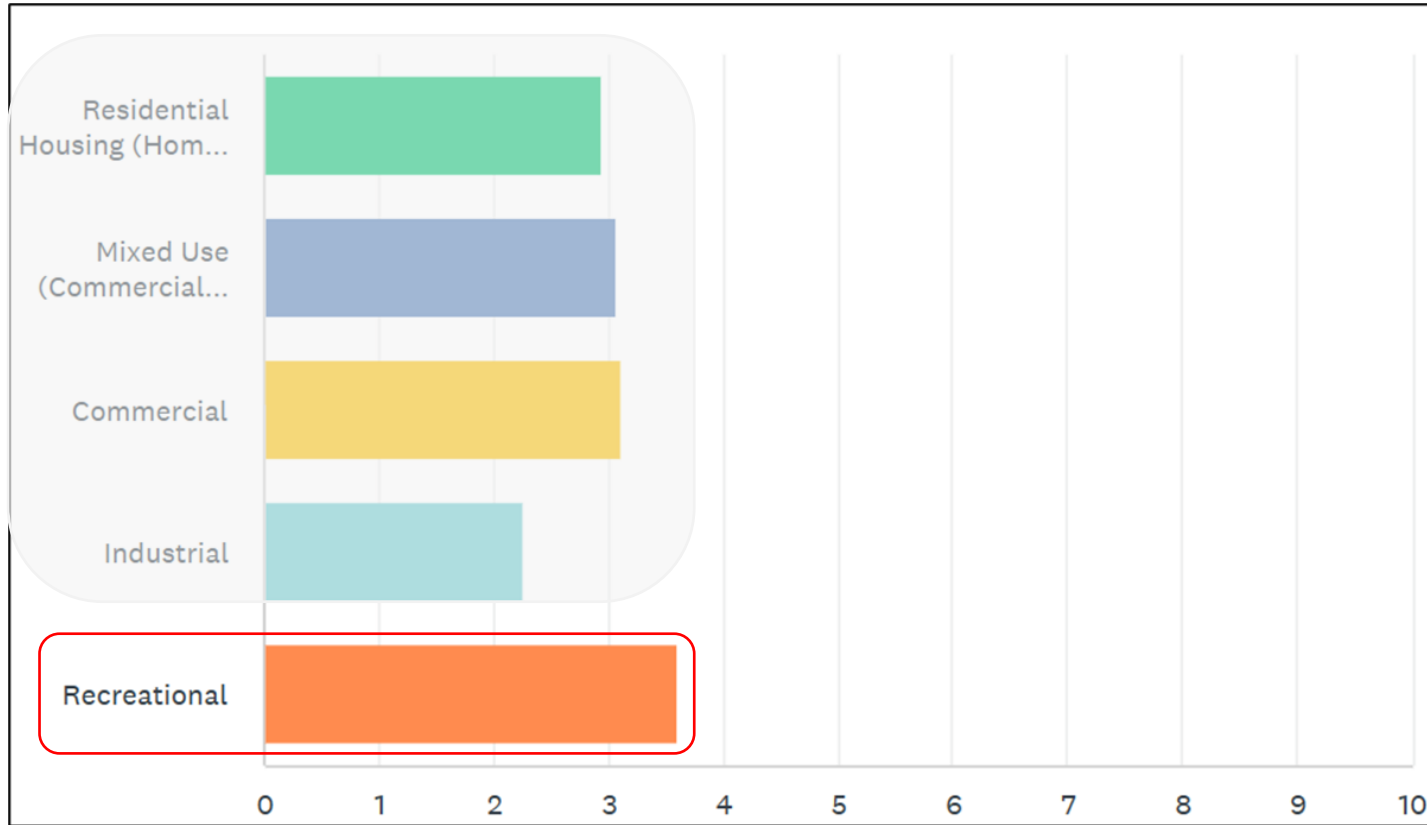
Q11

What type of development do you hope to see as Jefferson County grows?
Please rank 1 to 5, with 1 being the most important.

Answered: 1,918 Skipped: 0



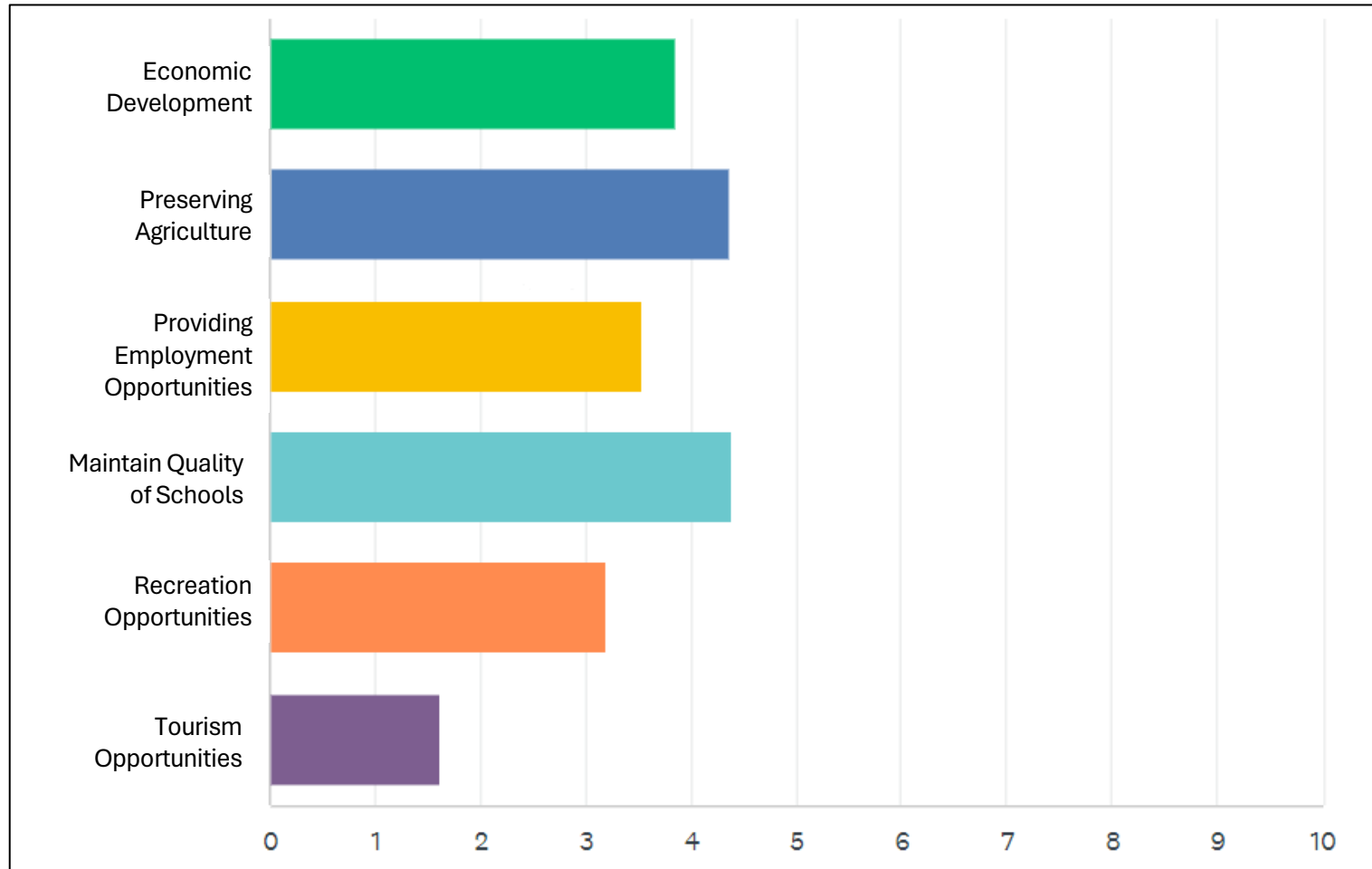
Recommendations - Recreation



- Begin implementing recommendations of 10 year parks and recreation master plan

As Jefferson County grows, please rank your priorities from 1 to 6, with 1 being the most important.

Answered: 1916 Skipped: 2



Recommendations – Preserve Agricultural Land

- Promote Tennessee’s Greenbelt program for agricultural and forestry land property tax relief
- Consider establishment of program that promotes and assists/subsidizes in leasing idle farmland to farmers
- Create stronger local market for farm products
 - Expand farmer’s market
 - Promote farm to table with local restaurants
- Establish farmland preservation program to conserve agricultural lands
 - Involve a land trust (Foothills Land Conservancy [Foothills Land Conservancy](#))



Recommendations – Preserve Agricultural Land

- Expand tax relief programs for incentivizing farmland retention before/after land transfer occurs
 - Wave land tax for land transferred (sale or inheritance) within family with minimum period to remain as farmland after transfer
 - Wave land tax for land transferred (sale) to another farmer with minimum period to remain as farmland after transfer
 - Provide land tax credit for capital improvements and land improvement expenses
 - Provide land tax credit for in-county service purchases (fertilizer, seed, veterinarians, contract harvesting)
 - Levy excise tax to seller and buyer of farmland for development of non-agriculture use



Recommendations – School System

- Increase pay to recruit and retain staff as well as be competitive with neighboring districts
- School system continue to identify and budget for capital improvements including maintenance and visual appearance
- Continue mental/emotional services support
- County Commission and School Board working together to move forward
- Support and fund challenging and research based curriculum and course offerings for elementary, middle and high school students
- Affordable day care / childcare for school system employees



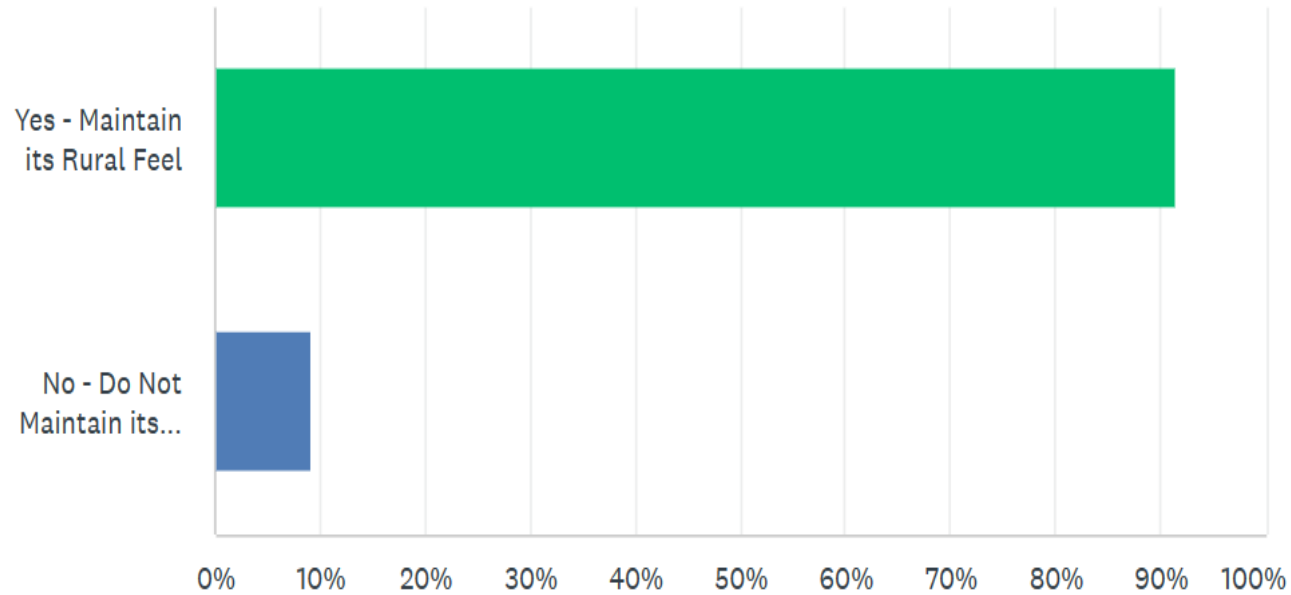
Recommendations – Economic Development

- Continue to support the county's economic development and retail recruiter Jefferson Alliance
 - Responsible entities: Jefferson Alliance, Cities, Private Partnerships, County Government, County Commission
- Cooperate and coordinate with Dandridge, Jefferson City, White Pine, and New Market to continue downtown revitalization
 - Work with Tennessee Main Street Program
- Identify and purchase land for industrial/business park and prepare sites for future industry
 - Provide required infrastructure as needed

Q13

Is it important for Jefferson County to maintain its Rural Feel?

Answered: 1,918 Skipped: 0



Recommendations – Rural Feel

- Limit commercial and industrial development in rural areas of county
 - Update zoning map
 - Zoning resolution text and map amendment
- Revise A-1 district standards in Jefferson County Zoning Resolution
 - Increase minimum lot size to 10 acres (with exceptions for farms)
 - Revise permitted uses, deleting non-agriculture related uses

Recommendations – Rural Feel

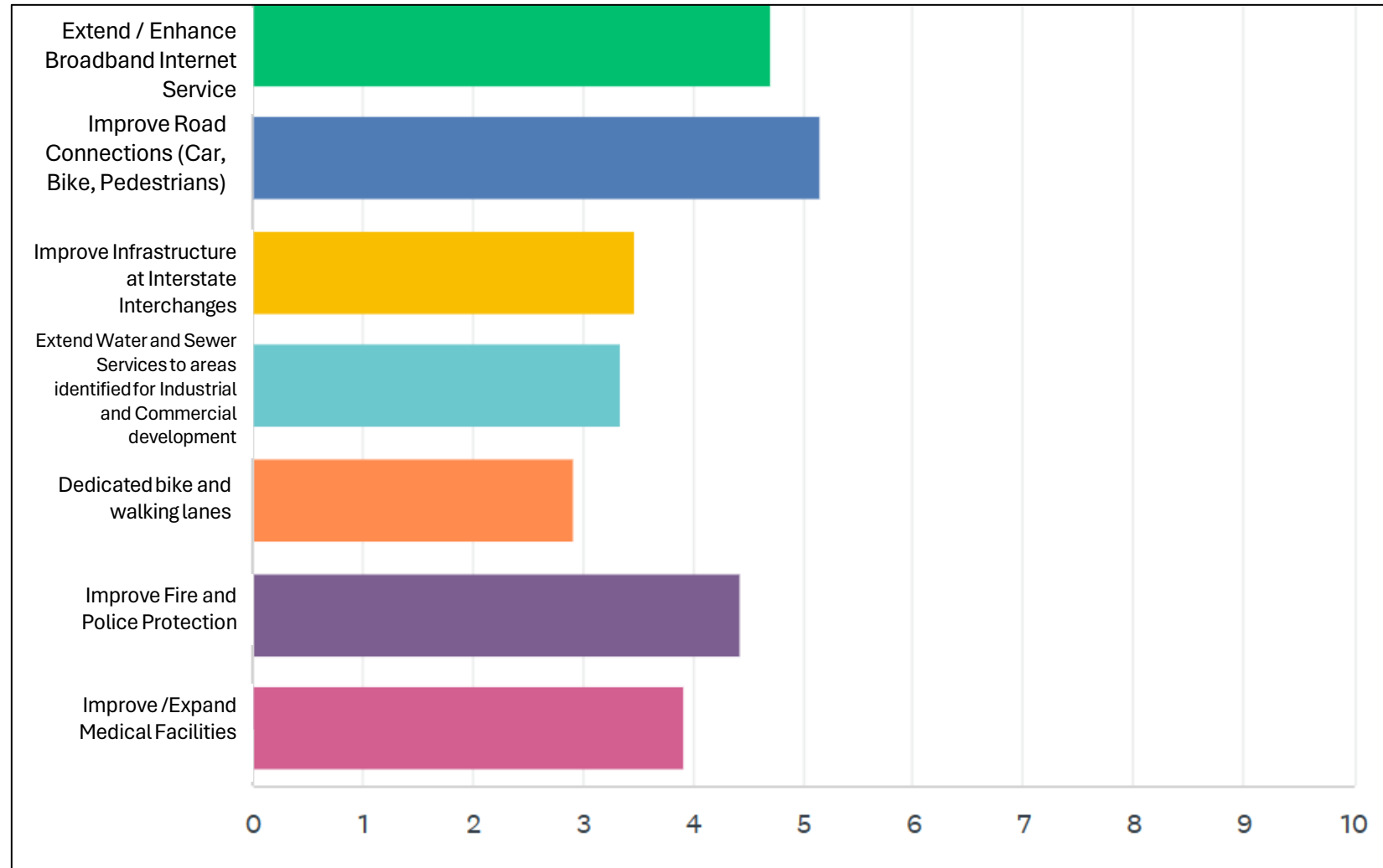
- Require conservation subdivisions in A-1 zoning district
 - Revise text and mapping of A-1 district
- Consider requiring open space preservation in subdivisions developed in the R-1 Rural Residential zoning district
 - Gauge support for this requirement
 - If supported, revise zoning resolution and subdivision regulations to address open space preservation in R-1 Rural Residential district
- Increase setbacks around perimeter of R-1 development and also require trees/natural buffer
- Underground utilities, sidewalks



Q14

How should infrastructure in Jefferson County be improved? Please rank your priorities from 1 to 7, with 1 being the most important.

Answered: 1,902 Skipped: 16



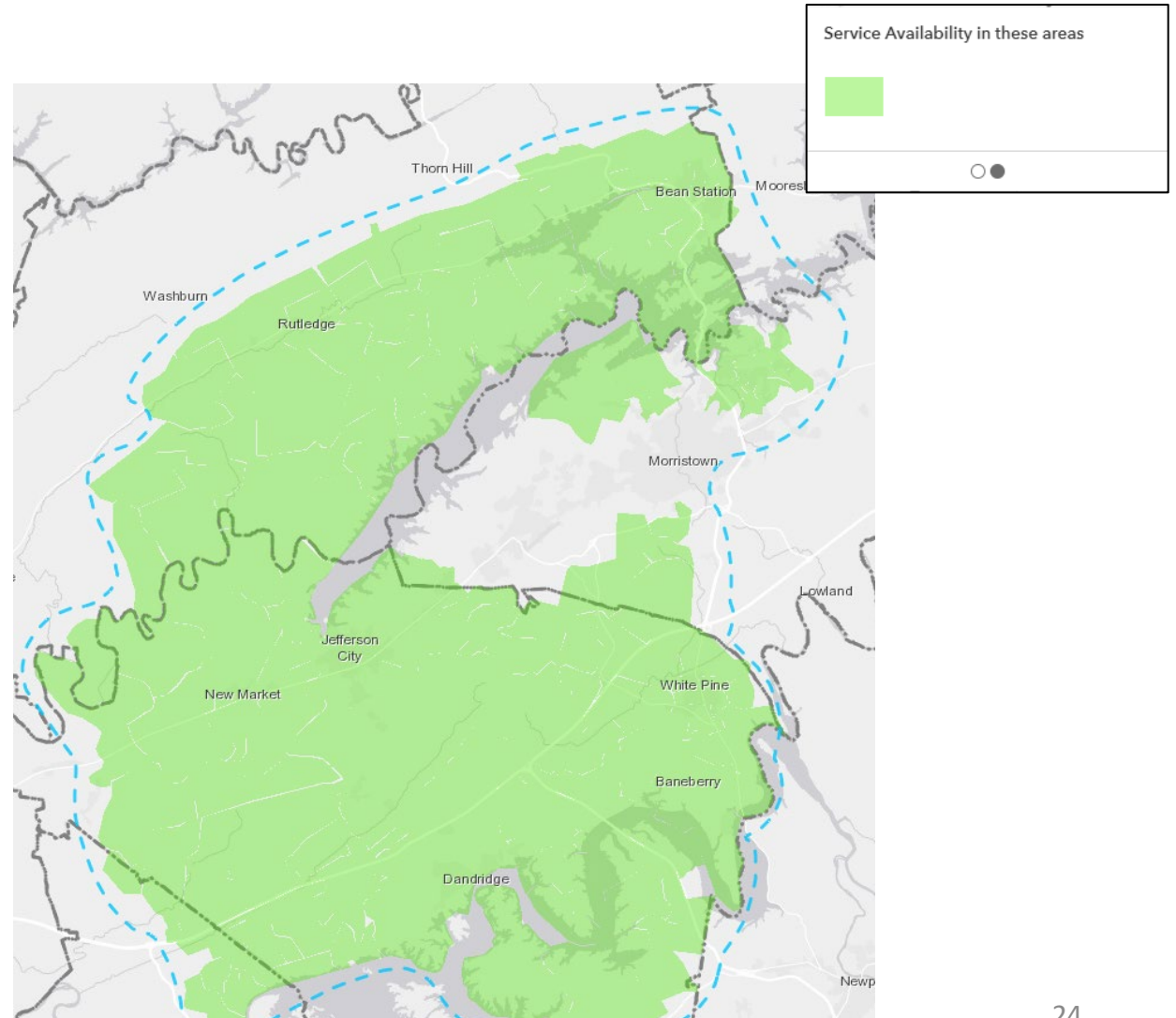
Recommendations – Improve Road Connections

- Conduct pavement survey to identify needs and opportunities for improvement
 - Assign priorities to identified improvements
 - Based on priorities, include improvements in Capital Improvements Budget and Plan
- Prepare and adopt a county wide multi-modal transportation plan
 - Include pedestrian modes (sidewalks and greenways) and bicycle facilities in plan



Recommendations – Broadband

- The county has had great success in the TN ECD grants. Our local electric cooperative (Appalachian Electric Cooperative) and Trilight (the Fiber service provider) have secured funding and provide service to all meters on the electric system.
- The part not served at this point is the Strawberry Plains area which is served by KUB.

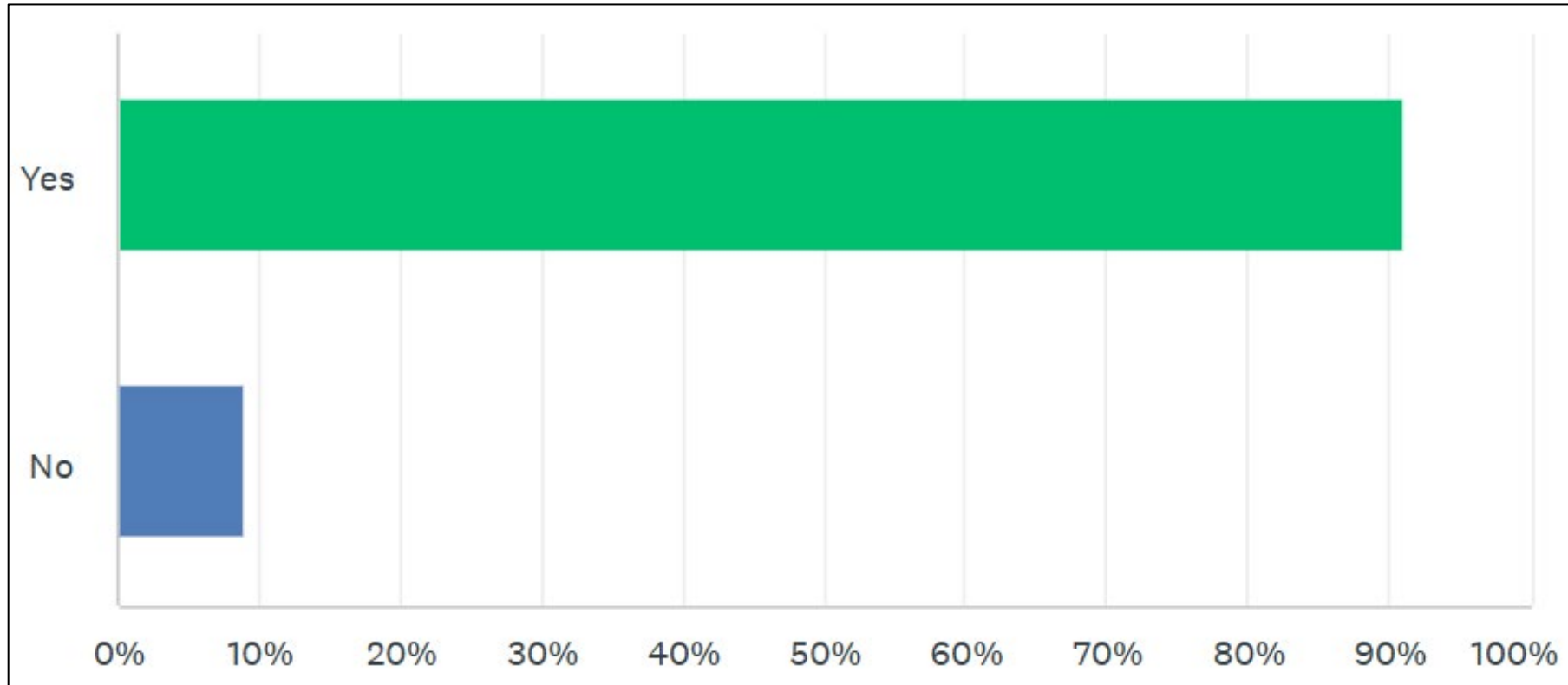


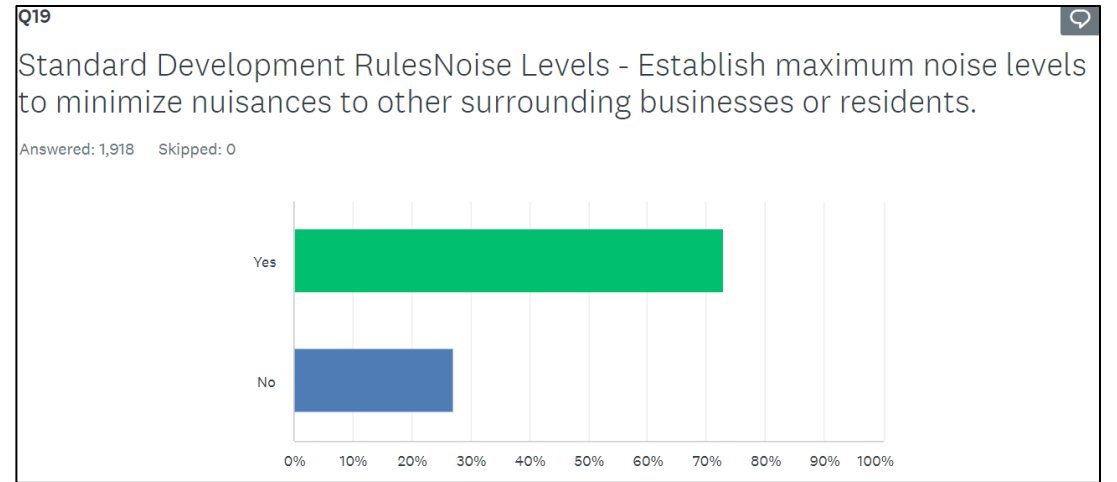
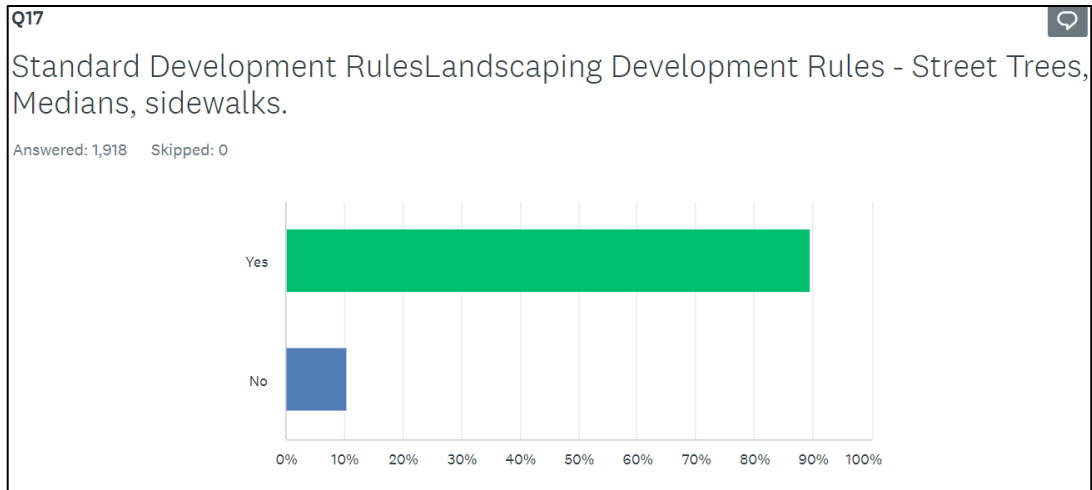
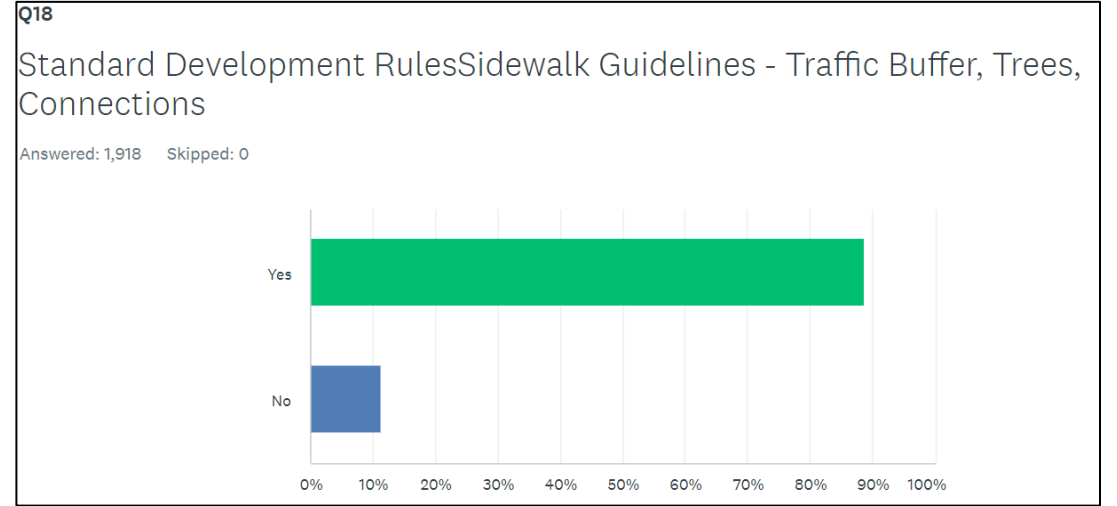
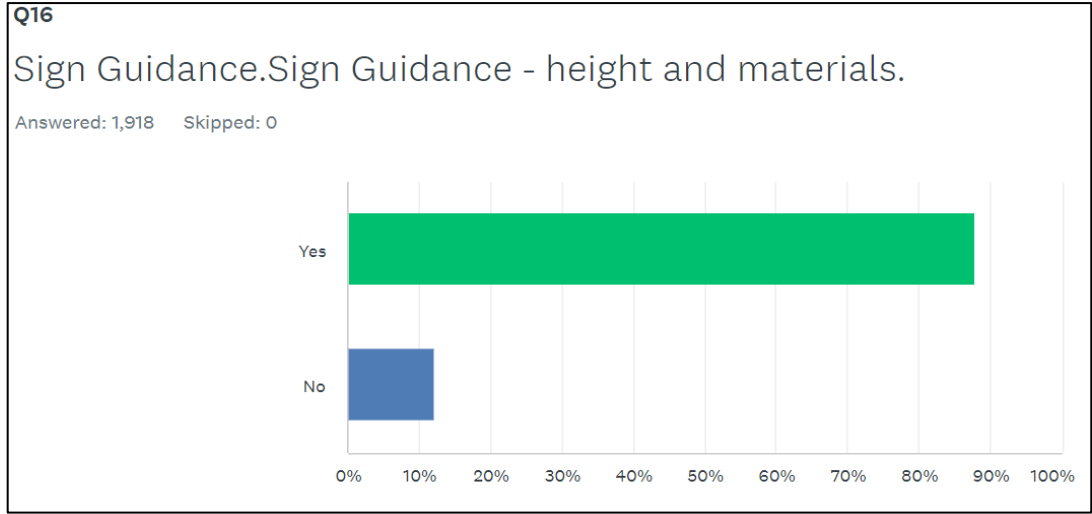
Q15



As Commercial and Industrial Development grows in Jefferson County, which of the options below would you like to see included in the standard development rules for Building Design, Signage, Standard Development Rules, Noise Levels, and Pedestrian Design? Select the image that you like better. Building Design - Exterior Materials, Windows, Doors, and Look + Fit on a building into the surrounding environment.

Answered: 1,918 Skipped: 0





Recommendations – Development Standards

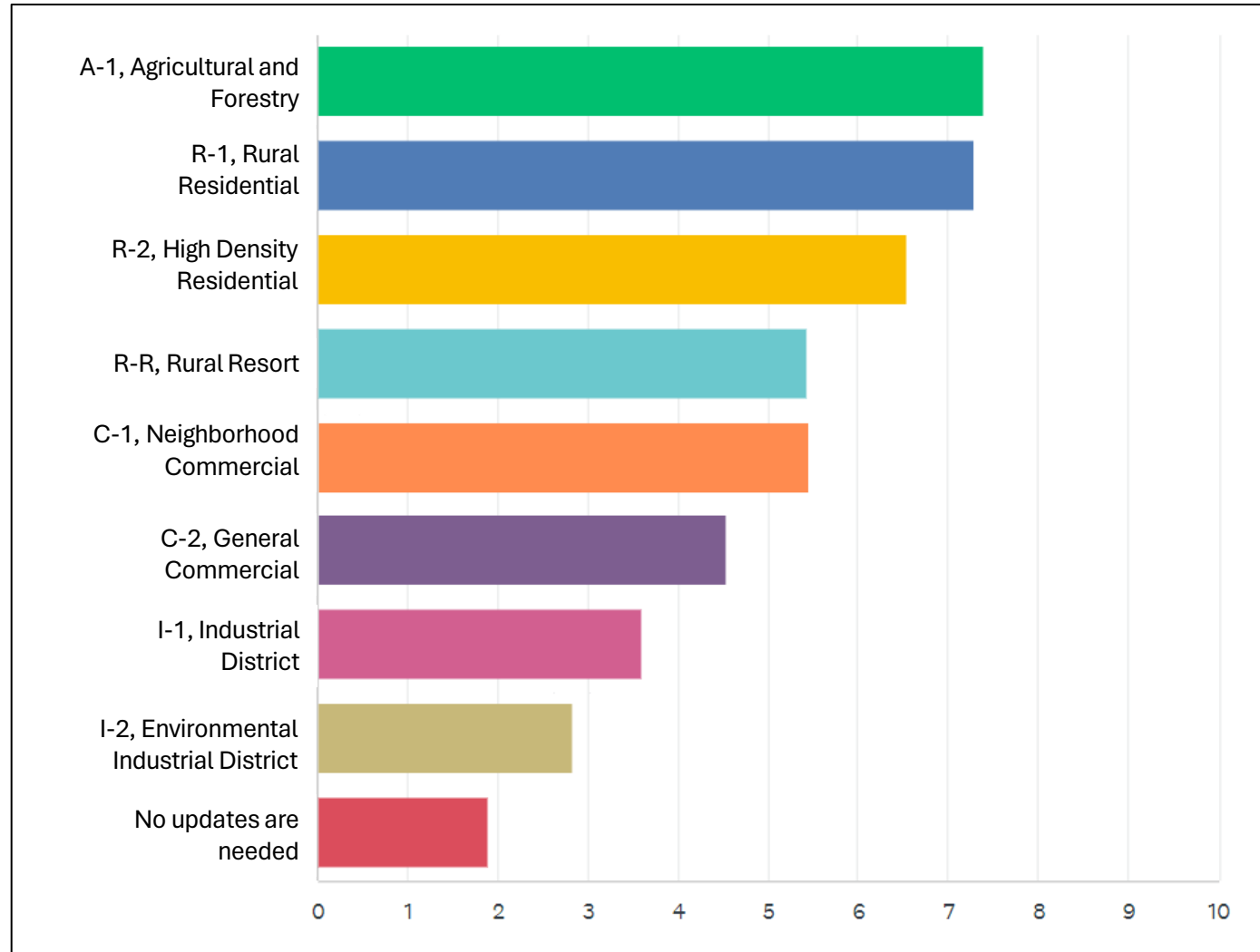
- Begin incremental updating of Jefferson County Zoning Resolution
 - Adopt landscaping standards for commercial development
 - Landscaping in parking lots
 - Street trees along street frontage(s)
 - Increase set backs
- Continue incremental updating of zoning resolution
 - Adopt landscaping and sign standards (for commercial development) appropriate for rural areas
 - Review permitted uses in all zoning districts
 - Ensure that permitted uses reflect purpose/intent of districts

Q21



As Jefferson County grows, please rank the district zones that need the most revision efforts. Please rank your priorities from 1 to 8, with one being the most important.

Answered: 1,918 Skipped: 0



Recommendations – Zoning Resolution Update

- Limit commercial development in rural areas of county
 - Zoning resolution text and map amendment
 - Update zoning map
- Revise A-1 district standards in Jefferson County Zoning Resolution
 - Increase minimum lot size to 10 acres
 - Revise permitted uses, deleting non-agriculture related uses
 - Identify and permit agricultural tourism uses (corn maze, event venue, etc.)
 - Update mapping of A-1 Agriculture District
- Revise setback standards
 - Increase setbacks
- Adopt landscaping standards for commercial development
 - Landscaping in parking lots
 - Street trees along street frontage(s)

Recommendations – Zoning Resolution Update

- Require conservation subdivisions in A-1 zoning district
 - Revise text and mapping of A-1 district
- Adopt landscaping and sign standards (for commercial development) appropriate for rural areas
- Consider requiring open space preservation in subdivisions developed in the R-1 Rural Residential zoning district
- Update zoning resolution's parking standards for all uses
 - Identify maximum parking as well as minimum
- Review permitted uses in all zoning districts
 - Ensure that permitted uses reflect purpose/intent of districts

HOW TO MAKE CHANGE

JEFFERSON COUNTY'S PROCESS TO A VISION!

1ST PHASE

Planning

Leaders and Community Members identified issues.

Community Vision Creation

Jefferson County Community is a historically and agriculturally significant community with vibrant small-town feel set in the beautiful East Tennessee Mountains.

Survey Launches

Ask the community to take the survey!

Community Meetings

Oct 5. Jefferson County HS
Oct 26. New Market Elementary
Nov 30. Talbott Elementary

2ND PHASE

3RD PHASE

Collecting Feedback

Once the survey closes, and after the community meetings, we gather all the data. We summarize the data and share it. Then we create an improvement plan.



Share the Data!

We develop the final report to share.

4TH PHASE

Analysis & Review

Finally, we regularly follow up on the project to help implement the necessary changes as needed.

Next Steps

- Endorse final report
- Final report presented to County Commission
- Implement recommendations!



Thank You! Questions?

