

**PUBLIC INPUT  
&  
PLANNING PRINCIPLES**

## Sample Meeting Comments

*"Recent changes in the Codes Department have been an improvement. Some builders want to build more diverse housing - smaller and affordable - but the City has been oriented toward large-lot single family houses."*

*"We need more shopping. It's too limited now. We need more local restaurants like the ones currently in Downtown."*

*"Tulahoma could use more recreation facilities. The west side of town has more than the east side. The greenway system needs to be expanded."*

*"There's a great need for more sidewalks connecting to schools, as well as other places."*

*"Downtown should be a top priority. Landscaping is needed. We need to fill empty building space, including upper floors. The Main Street program needs to be established again."*

*"I'd like to see the tree canopy increased, but we also need to bury overhead lines, starting with the Downtown area."*

*"Our aerospace industry should be leveraged more."*

## PUBLIC MEETINGS

For any community planning project, public input is an extremely important aspect. Multiple opportunities should be available for meaningful public engagement throughout the life of the project, as was provided in this case for Tullahoma's Comprehensive Plan. The following is an overview of the numerous meetings held as part of this project's public engagement component.

### Public Kick- Off Meeting

Conducted on July 6, 2021, this interactive forum featured the following:

- Introduction of City representatives and the Consultant Team
- Explanation of the project process and objectives
- Identification by public participants of Tullahoma's challenges and opportunities
- Identification by public participants of model communities

### Key Person Interviews

Four key person interviews were conducted by members of the Consultant Team on August 23-25, 2021. Involving one to three individuals at a time, interviewees included political, business and institutional leaders in the community. Also, dozens of meetings were led by the Consultant team's economist as part of his work focused on economic development and real estate markets.

### Stakeholder Focus Group Meetings

The City identified and recruited a diverse range of stakeholders who could provide useful information and perspectives on the various issues affecting Tullahoma. Six meetings were conducted, with each meeting including roughly a dozen individuals having a common interest in the community. Meetings were held with the following groups on August 24-26, 2021:

- Public officials (City, County, etc.)
- Business owners, environmentalists, social service providers
- Planning Commission members
- Property owners, developers, designers, and real estate pros.
- Institutional reps. (religious, educational, military, airport, etc.)
- Downtown stakeholders

### Area Meetings

A series of four Area Meetings were held on August 23-26, 2021, at area schools in each of the city's geographic quadrants. The roughly three-hour meetings included following components:

- Map exercise for participants to indicate where they live, work, go to school, and play (shop, recreate, etc.) using colored dots.
- Presentation by consultants to participants providing an overview of the project and initial findings.
- Solicitation of input from participants regarding various issues.
- Open house for the duration of the meeting time, with each consultant located at a different topic-based station.

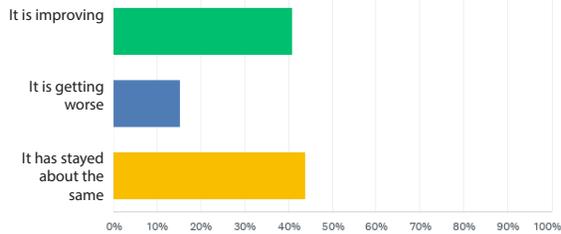


*Roughly 100 citizens attended the Public Kick-Off Meeting held for the plan on July 6, 2021, at Tullahoma High School.*

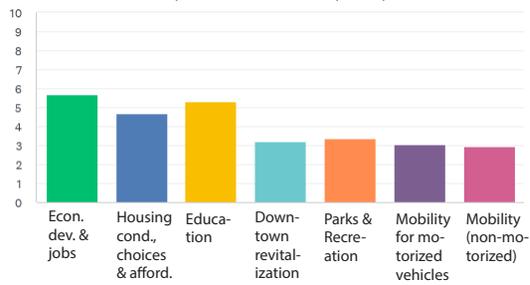
## PUBLIC OPINION SURVEY

As one of several approaches to solicit public input for this plan, the City conducted a public opinion survey to gain opinions on a range of issues related to the plan. It primarily featured multiple choice questions for automated tabulation of the results. However, there were also a few opportunities for written statements to provide a richer level of input. A total of 1,157 people took the survey, which was available online. For a full version of the results, see *Appendix A: Public Opinion Survey Results*, as summarized here.

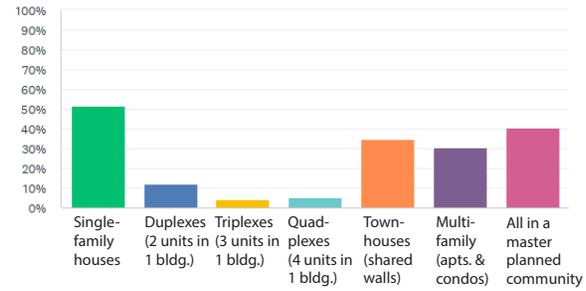
Q1 How would you describe the overall quality of life for you as a Tullahoma resident? For example, your housing, job opportunities, education, a vibrant downtown, availability of goods and services, parks, recreation and open space.



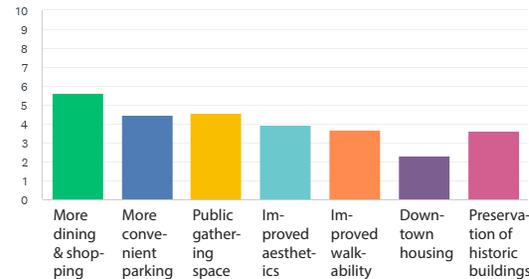
Q2 How would you rank the importance of the following issues for Tullahoma? (1 is most important and 7 is least important)



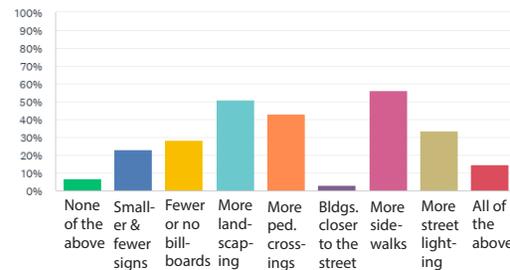
Q4 What types of housing do we need more of in Tullahoma? (please select all that apply)



Q5 Please rank the following needs for Downtown. (1 is most needed and 7 is least needed)



Q8 Jackson Street / Hwy. 41A is a key thoroughfare for Tullahoma. If this thoroughfare and adjacent lands were to be physically improved, what types of specific improvements would you like to see? (please select all that apply)



### Sample Survey Comments

*"We are a growing city, but still have a small town feel."*

*"We cannot take our family on a safe walk or bike ride directly from our home due to not having sufficient sidewalks."*

*"I like that we have lots of community events, a nice downtown area, and less traffic."*

*"There needs to be more activities that are family oriented and kid friendly, as most in Tullahoma have young kids."*

*"Tullahoma needs to be strategic in our small city planning and development. We should not proceed with urban sprawl, but rather using city spaces already developed (revitalizing, reinventing them). We need to focus on attractive concentrated city centers that will draw our community in to shared spaces that are able to be maintained."*

*"Do not become another big city. Improvements in the downtown area and historic building preservation is all it needs."*

## Top Consensus Ideas from the Public Workshop

- Expand the greenway system throughout Tullahoma.
- Enhance existing parks in terms of parking, rest rooms, lighting, etc.
- Improve key roads with features such as street trees, bike lanes and sidewalks.
- Address stormwater issues to avoid future flooding.
- Revitalize Downtown to be a more attractive, economically robust and vibrant place.
- Provide more housing options in terms of housing types and pricing.
- Improve the Jackson Street corridor in terms of its function, appearance and adjacent development.
- Create more attractive entry ways into Tullahoma for a better first and last impression for visitors.
- Leverage the airport more for economic development benefits.

## CHARRETTE WORKSHOP RESULTS

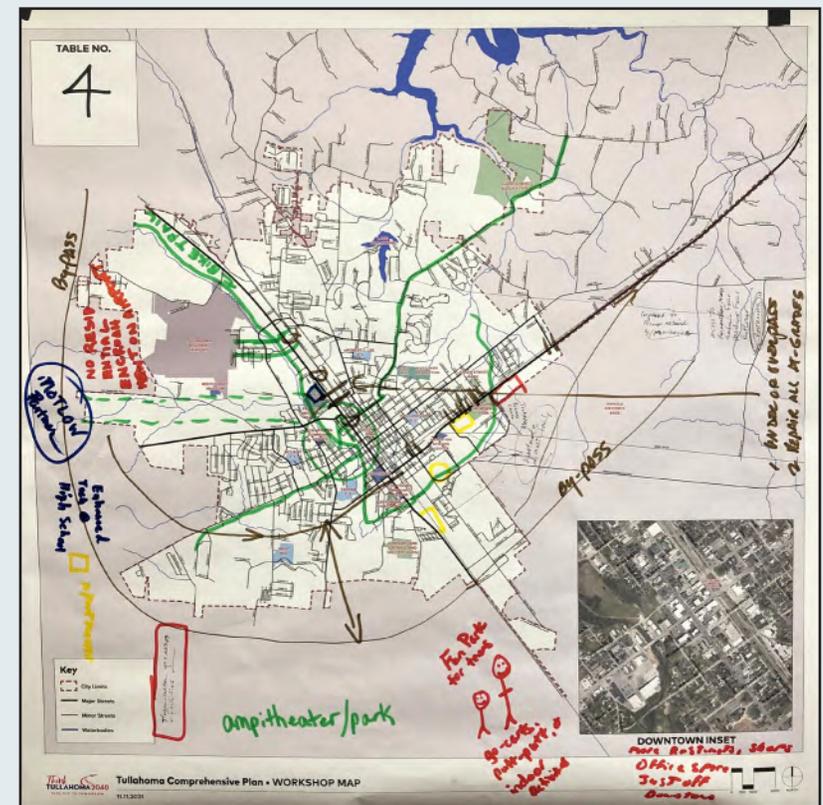
Within the context of city planning, a “charrette” is an intensive multi-day brainstorming session to generate the main ideas for a plan. It is typically conducted in a manner that engages stakeholders in a very hands-on manner. The charrette held to create the Concept Plan for Tullahoma’s Comprehensive Plan occurred on November 11-15, 2021. A key event of the charrette was the Public Workshop held at the Tullahoma High School cafeteria on November 11th, as described below.

### Public Workshop

Following a presentation on the key findings of this project’s background research, as well as an orientation for Workshop instructions, the public participants were effectively “deputized” to be city planners for the evening, and the following steps occurred:

- Participants were split up into multiple teams of people.
- Each team had a base map of the city, supporting information (aerial photo maps, etc.) and a set of colored markers.
- Each team developed a plan reflecting their vision for the future of Tullahoma. The marker colors were correlated to specific planning issues.
- After roughly an hour of planning, all of the participants reconvened as one group and each team presented their plan.

## Workshop photos and a sample citizen team Concept Plan



## PLANNING PRINCIPLES

1. **Preserve open space and environmentally sensitive lands.** Discourage development in areas such as floodplains, wetlands, steep slopes and important plant and animal habitats. Preserve trees where possible, as well as open spaces connected to a broader open space network. Enhance the natural environment through approaches such as increased tree plantings and “green infrastructure” to help absorb and filter stormwater runoff.
2. **Maximize and leverage Tullahoma’s existing community assets.** Examples of important community assets include the downtown, older buildings throughout the city, civic destinations such as the South Jackson Civic Center and Hands-On Science Center, open spaces, streams, and other natural resources. Steer future development toward areas already developed with existing infrastructure, including the continued revitalization of the downtown.
3. **Foster safe, vibrant and walkable neighborhoods offering a high quality of life.** Tullahoma’s neighborhoods should feature a variety of housing types where appropriate, parks and recreational opportunities, strong pedestrian and biking accessibility, and small commercial nodes where appropriate. The character of existing historic neighborhoods should be protected through the preservation and maintenance of existing buildings and compatible infill development.
4. **Create a range of housing opportunities and affordable choices for Tullahoma’s residents.** While single-family detached houses will continue to dominate the community, a variety of housing types and sizes should be available, including accessory units, attached housing, and multi-family

housing to support individuals and families during all stages of life. Higher-density housing should be located where infrastructure can support it and where nearby areas can provide needed amenities, including shopping, dining and recreation.

5. **Mix Tullahoma’s land uses to create pedestrian-friendly places.** Provide locations where a mixture of land uses can be physically integrated, including commercial, office, residential and civic uses. The integration of land uses should be both horizontal and vertical (mixed use buildings). The result should be pedestrian-friendly places that can require less driving and parking, while encouraging physically and socially active environments.
6. **Promote high-quality development in Tullahoma with a strong sense of place.** High-quality development includes attractive architectural design, quality building materials, generous landscaping, and minimal visual impacts from vehicle parking areas. Buildings should have a strong physical relationship with their street, and development should reflect Tullahoma’s historic development patterns and character, where appropriate.
7. **Provide ample recreational and cultural amenities for Tullahoma’s residents.** For a high quality of life for Tullahoma’s residents, provide sufficient recreational and cultural facilities, including performing arts, visual arts, and both passive and active recreational opportunities. The community already has some top-rate museums. These amenities will benefit residents directly, and also help with economic development by attracting new job-creating businesses, as well as attracting needed employees for existing business.

### Purpose & Approach

#### Purpose of the Principles

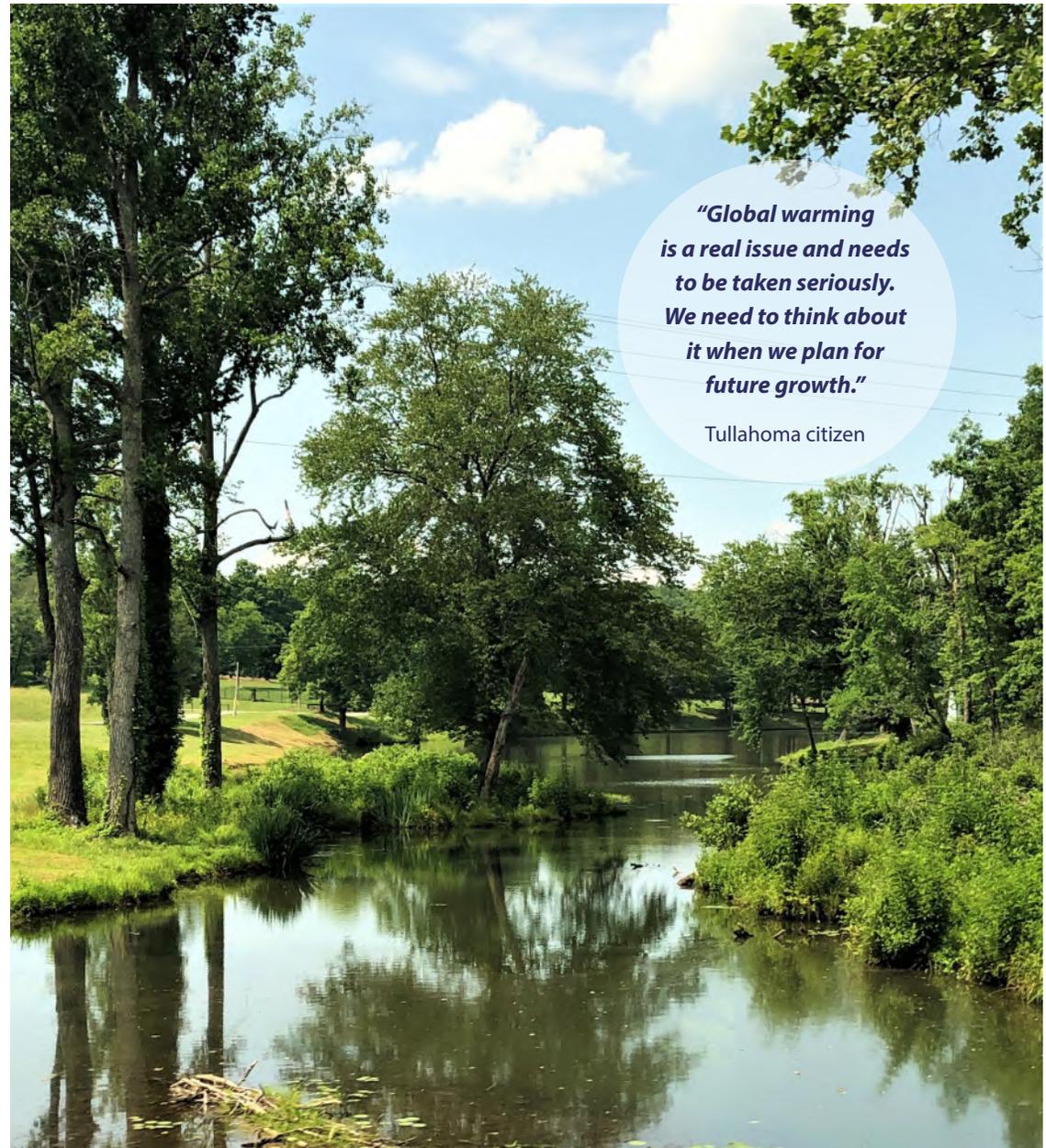
To conduct a valid, intuitive and logical planning process, it is important to bridge the research and public input phase with the plan development phase through the creation of a set of planning principles. The adopted principles should be broad objectives for which a strong consensus can be generated to help guide the more detailed planning process. When complex issues need to be resolved, it is helpful to step back and revisit the agreed upon planning principles. Their sequencing is unrelated to priorities.

#### Approach to the Principles

At right are the principles adopted for this plan. They were created prior to the charrette based upon recognized planning “best practices” and then adjusted based upon public feedback. These principles were then used by the public workshop participants in crafting their team plans, which are explained on the previous page.

## PLANNING PRINCIPLES (CONTINUED)

8. **Provide a variety of transportation alternatives and high-quality transportation corridors within Tullahoma.** Tullahoma should be easy and convenient to navigate. Traffic congestion should be minimized, and motorized traffic should be “calmed.” Streets should be context-sensitive and accommodate a range of transportation modes, including motorized vehicles, bicyclists and pedestrians. The existing greenway system should also be expanded.
9. **Expand economic development opportunities in Tullahoma.** Tullahoma offers a business-friendly climate that welcomes new businesses that offer jobs and add to the City’s tax base. In addition to a focus on business retention and entrepreneurship, a variety of business types should be pursued for a diversified economy, including those featuring high-technology and manufacturing jobs. Tourism should also be expanded, including leveraging destinations beyond the city, but within the region.
10. **Maintain public policies and processes in Tullahoma that are equitable to both residents and developers.** Encourage meaningful resident participation in Tullahoma’s growth and development decisions, while making decisions for development applications predictable, fair, and cost-effective within a framework of policies that reflect the City’s adopted citywide Comprehensive Plan.



*“Global warming is a real issue and needs to be taken seriously. We need to think about it when we plan for future growth.”*

Tullahoma citizen