



Public Kick-Off Event
March 1, 2022

Bill Ketron

Rutherford County Mayor

Jeff Phillips

Rutherford County

Planning Commission Chair

Doug Demosi

Rutherford County
Director of Planning



PLAN

RUTHERFORD

Shaping our future

Our Approach



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

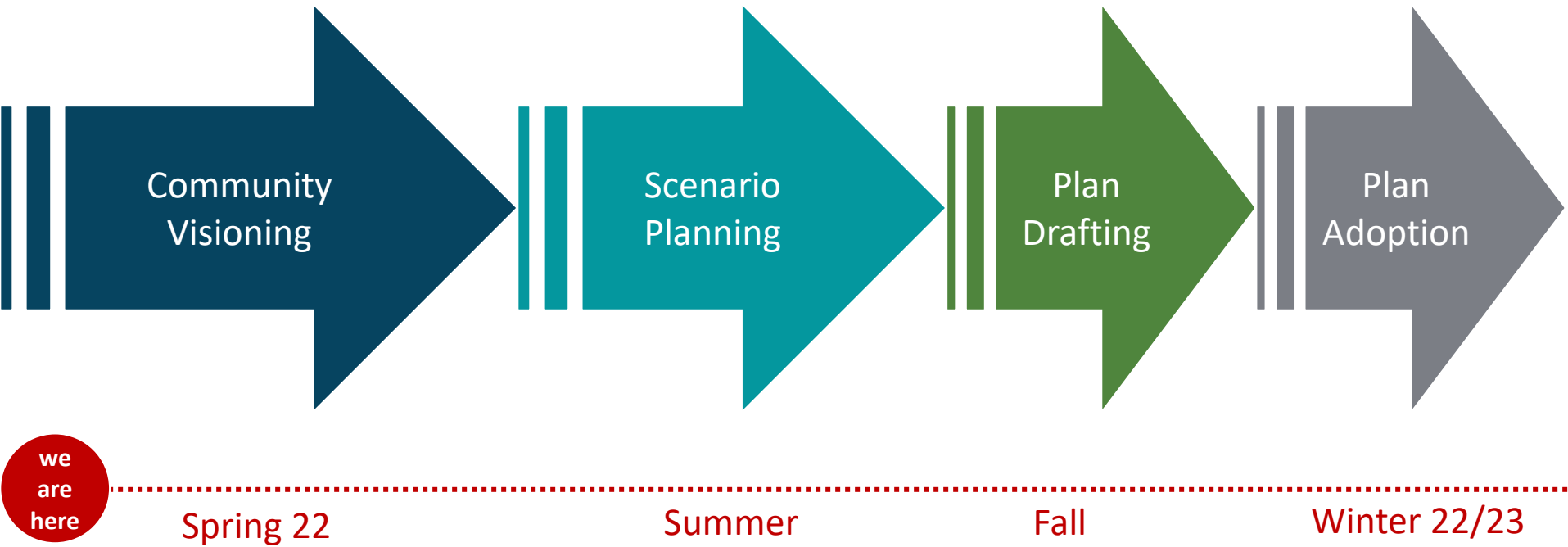
Identifying where to grow and what type of development to encourage in the County and what transportation infrastructure is needed to support the development.



Implementation Guidance

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

Anticipated Timeline



Public Website

PlanRutherford.org



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Share Your Opinions



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more opinions

Thank You for
Being Here!

Did You Know?

Did You Know?

Rutherford County was formed in 1803 from parts of Davidson, Williamson, and Wilson counties, and named in honor of Griffith Rutherford

Did You Know?

Griffith Rutherford immigrated from Ireland, was an officer in the American Revolutionary War, and a political leader in North Carolina before retiring to Tennessee

Local Trivia

Local Trivia

How many acres of land does Rutherford County cover?

- A. 290,928 acres
- B. 380,928 acres
- C. 420,928 acres
- D. 470,928 acres

Local Trivia

How many acres of land does Rutherford County cover?

- A. 290,928 acres
- B. 380,928 acres is correct**
- C. 420,928 acres
- D. 470,928 acres

Did You Know?

Did You Know?

**Murfreesboro was the
Tennessee state capitol city
between 1818 and 1826**

Did You Know?

Did You Know?

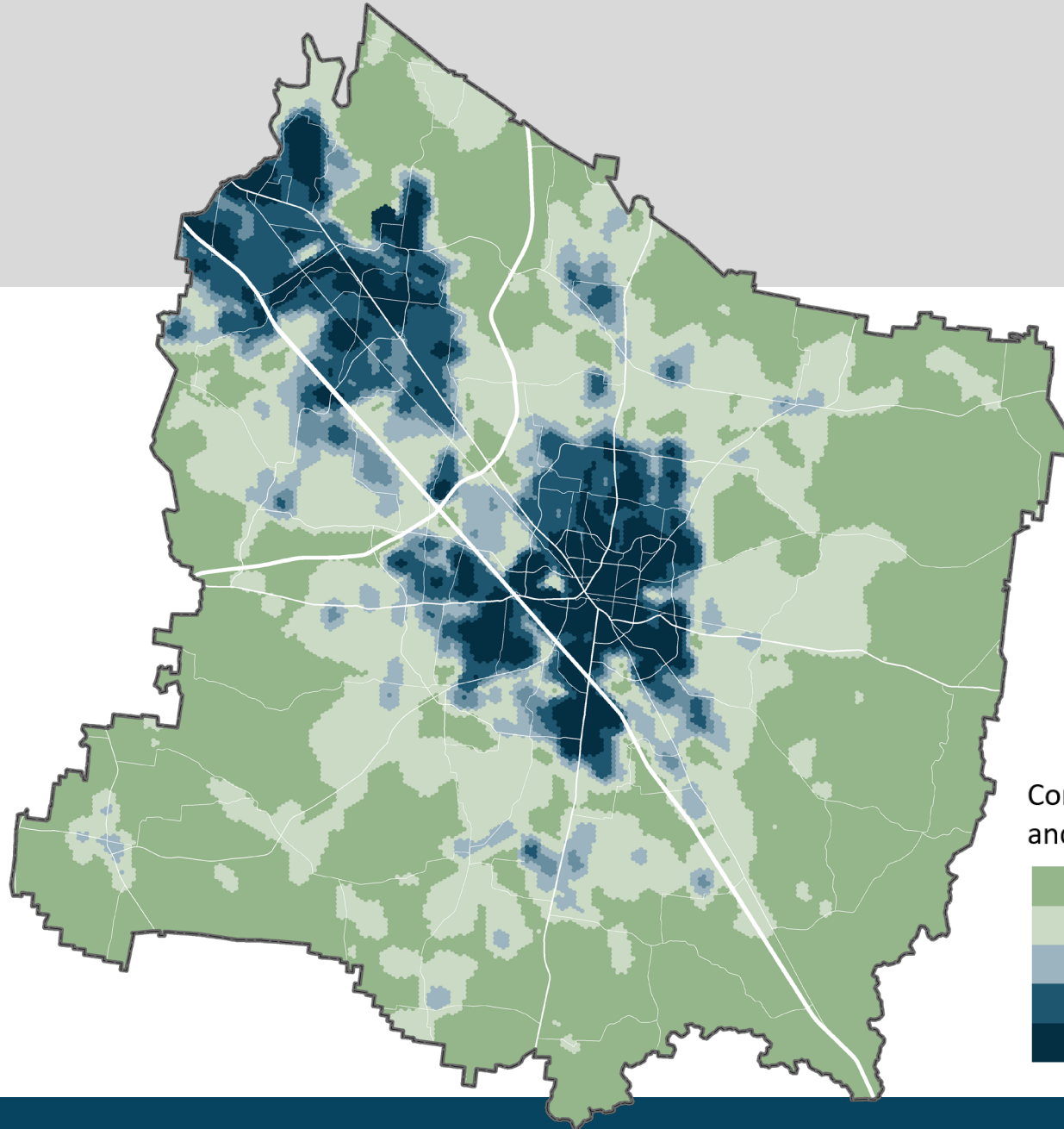
**Rutherford County
has grown by nearly
700 residents per month
Since 2010**

Did You Know?

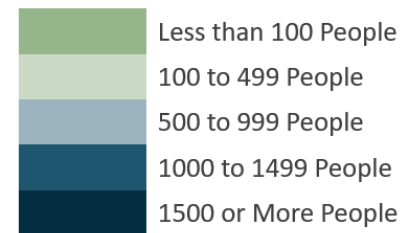
**Rutherford County will
leapfrog Chattanooga-
Hamilton County to become
the 4th Most Populous
TN County by 2045**

Growth Trend 2010 to 2045

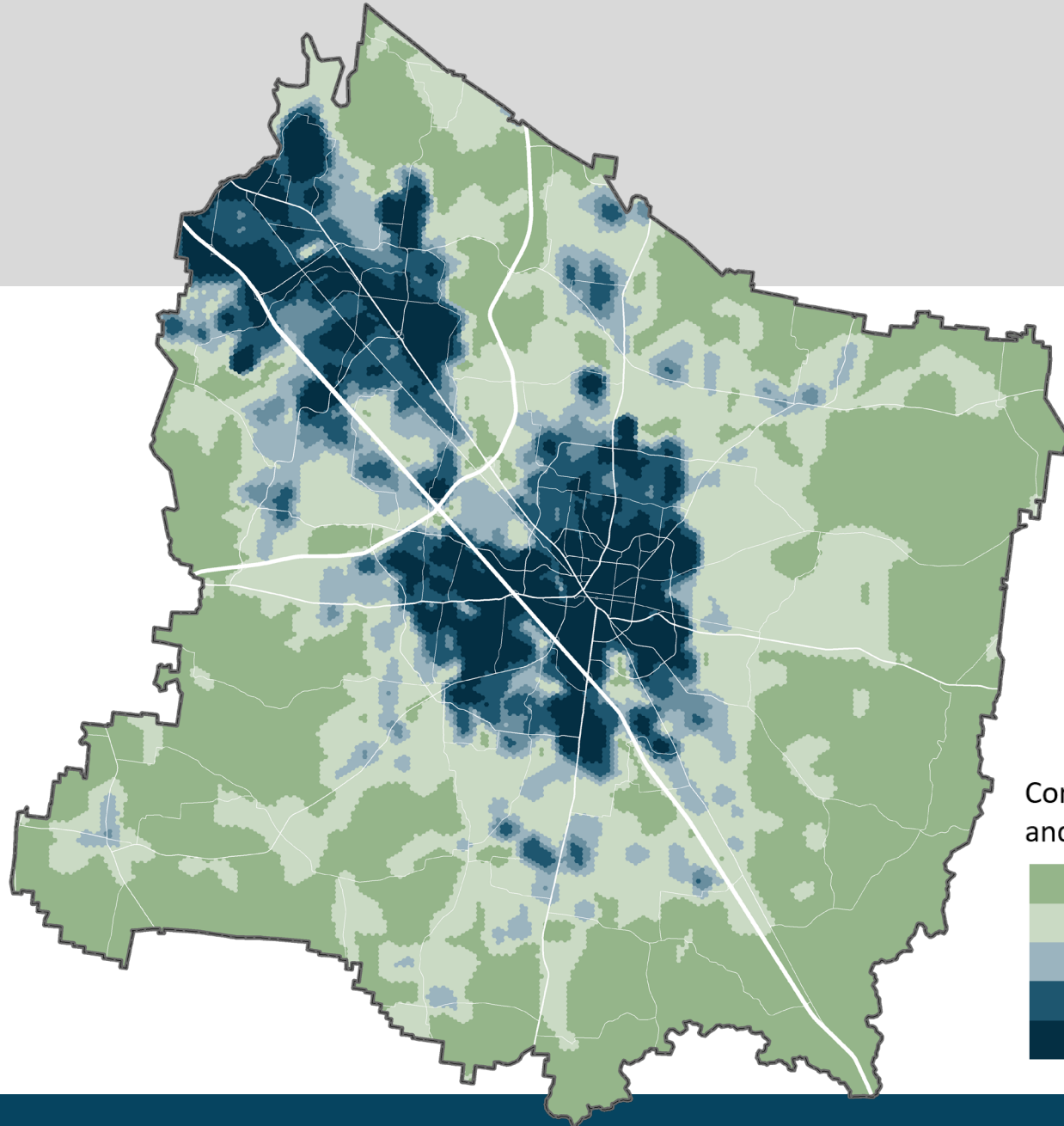
2010



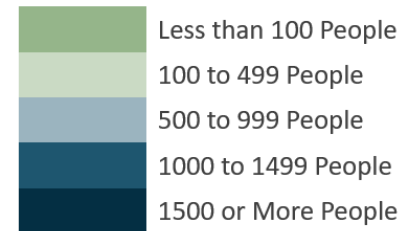
Combined Residential Population and Occupied Jobs per Square Mile



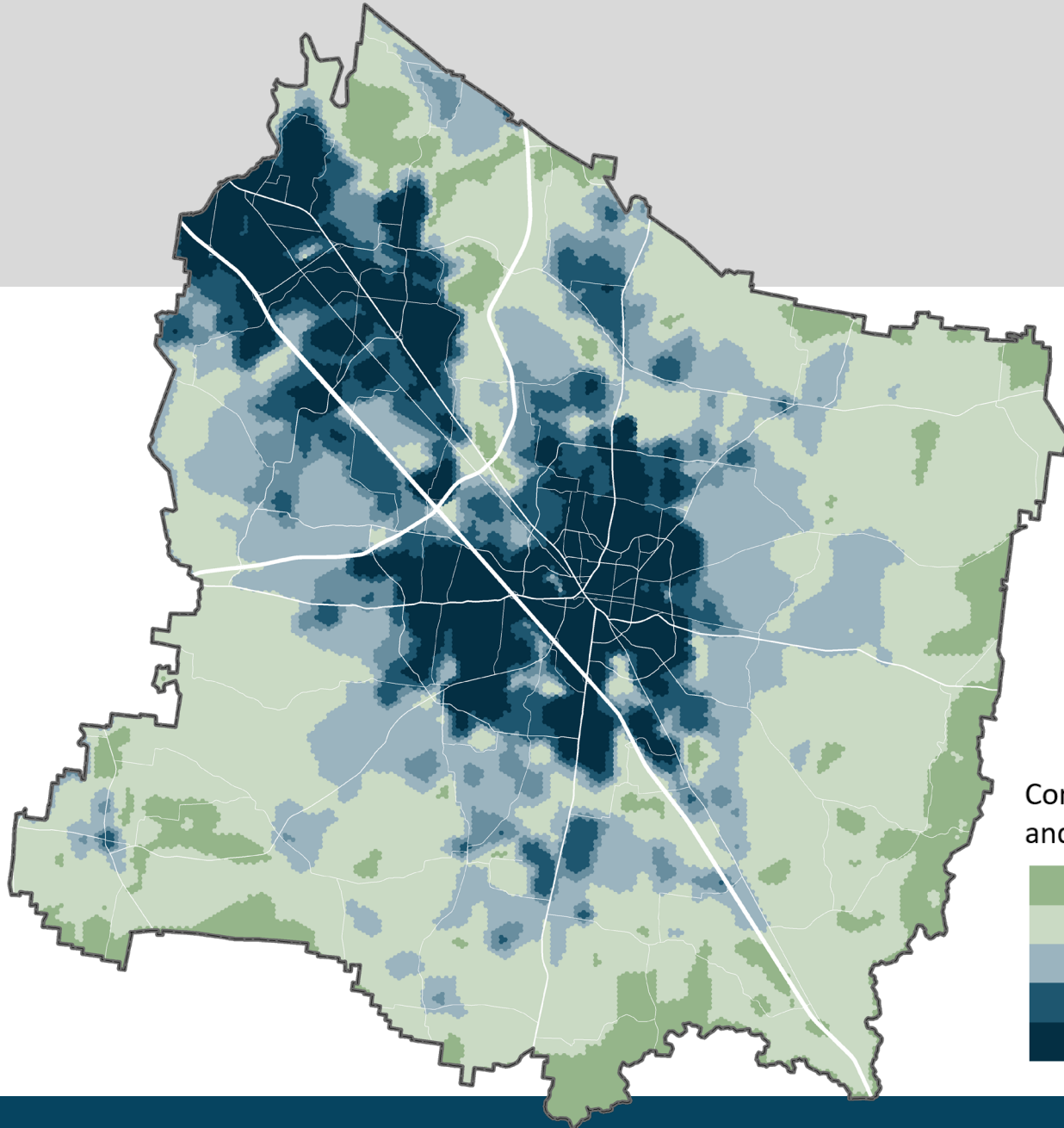
2020



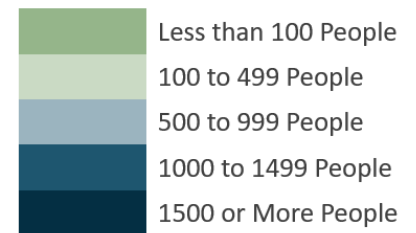
Combined Residential Population and Occupied Jobs per Square Mile



2045



Combined Residential Population and Occupied Jobs per Square Mile



Share Your
Opinions

Survey Question:

Which of the following issues are the most important to address for future generations?

- A. Employment
- B. Housing
- C. Nature
- D. Transportation

Share Your Opinion

**Visit the Survey Booth
to cast your vote using
a ping pong ball**

Share Your Opinions



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Did You Know?

Did You Know?

Smyrna Airport was constructed in 1942 and was home to the Army Air Force Combat Crew School which trained troops to fly the B-24 and B-17 aircraft



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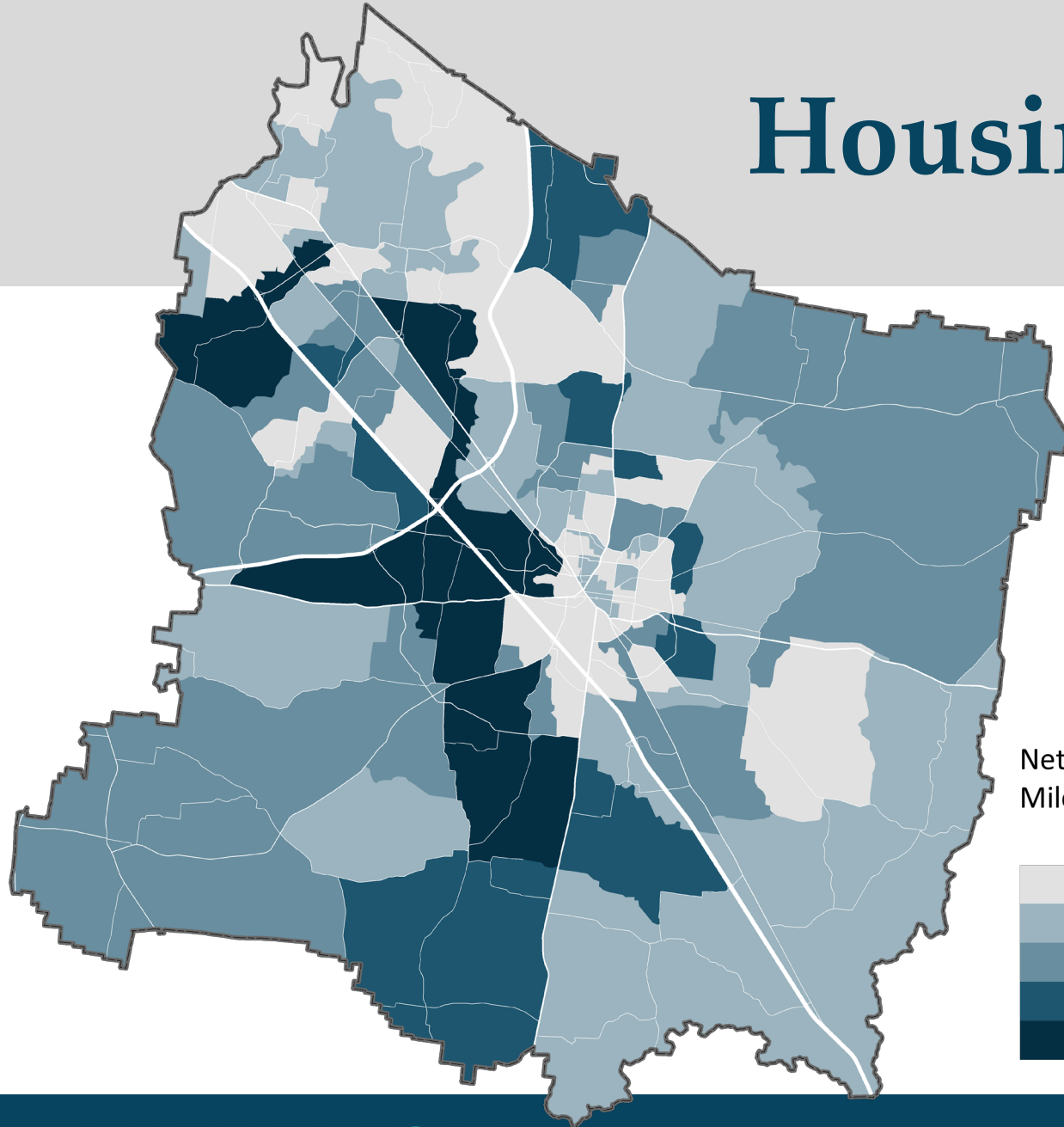
Almost 1 out of every 5 homeowners in Rutherford County spend more than 30% of their income on housing, the federal definition of cost-burdened

Did You Know?

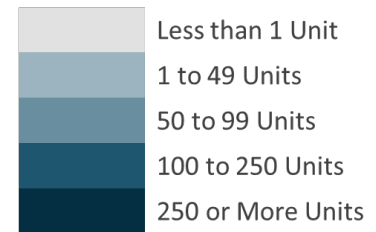
While the county's population has increased more than 30% since 2010, the number of housing units has increased by only 20% (supply vs demand)

Housing Trend 2010 to 2019

Housing Units



Net New Housing Units Per Square Mile Between 2010 and 2019



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Local Trivia

Local Trivia

What percentage of the county's population is aged 65 years or older?

- A. 5%
- B. 10%
- C. 25%
- D. 35%

Local Trivia

What percentage of the county's population is aged 65 years or older?

- A. 5%
- B. 10% is correct**
- C. 25%
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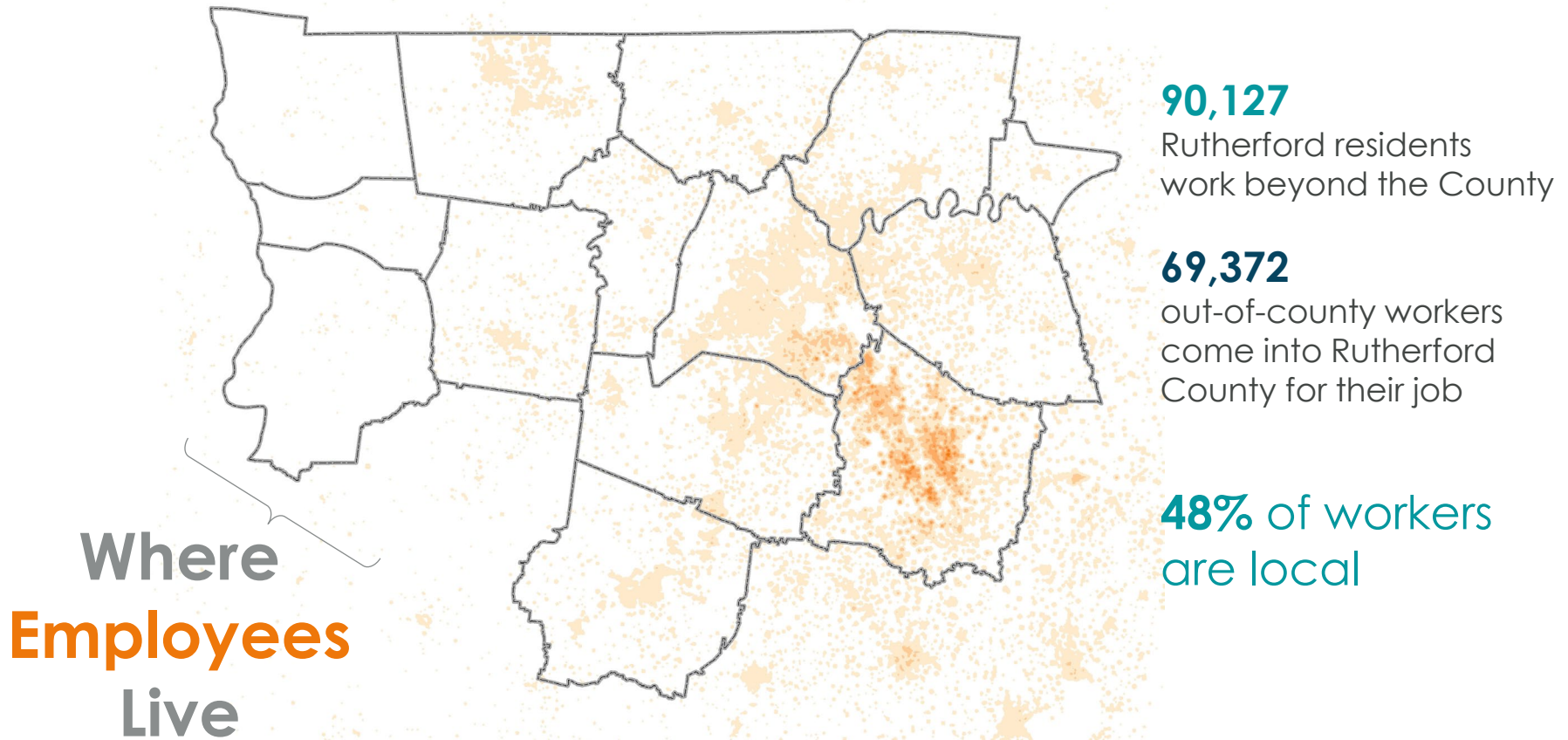
Did You Know?

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About 70,000 people who work in Rutherford County commute to their job from another county

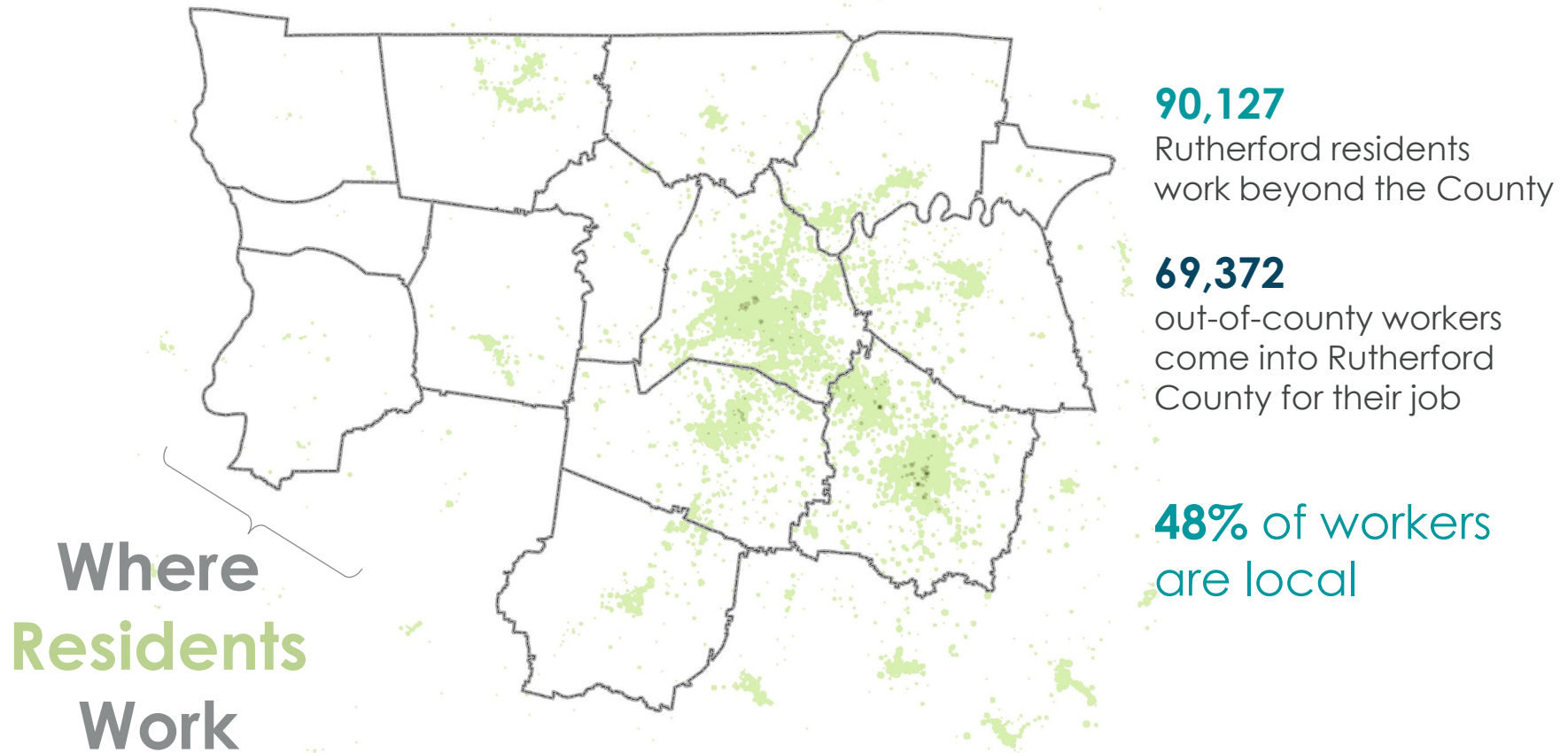
Commuter Shed

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Sources: 2015-2019 American Community Survey 5-year Estimates; 2021Q1 Bureau of Labor Statistics Employment by Industry

Commuter Shed



Sources: 2015-2019 American Community Survey 5-year Estimates; 2021Q1 Bureau of Labor Statistics Employment by Industry



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Local Trivia

Local Trivia

What percentage
of the county is
agriculture or
open space?

- A. 15%
- B. 48%
- C. 62%
- D. 84%

Local Trivia

What percentage of the county is agriculture or open space?

- A. 15%
- B. 48%
- C. **62% is correct**
- D. 84%

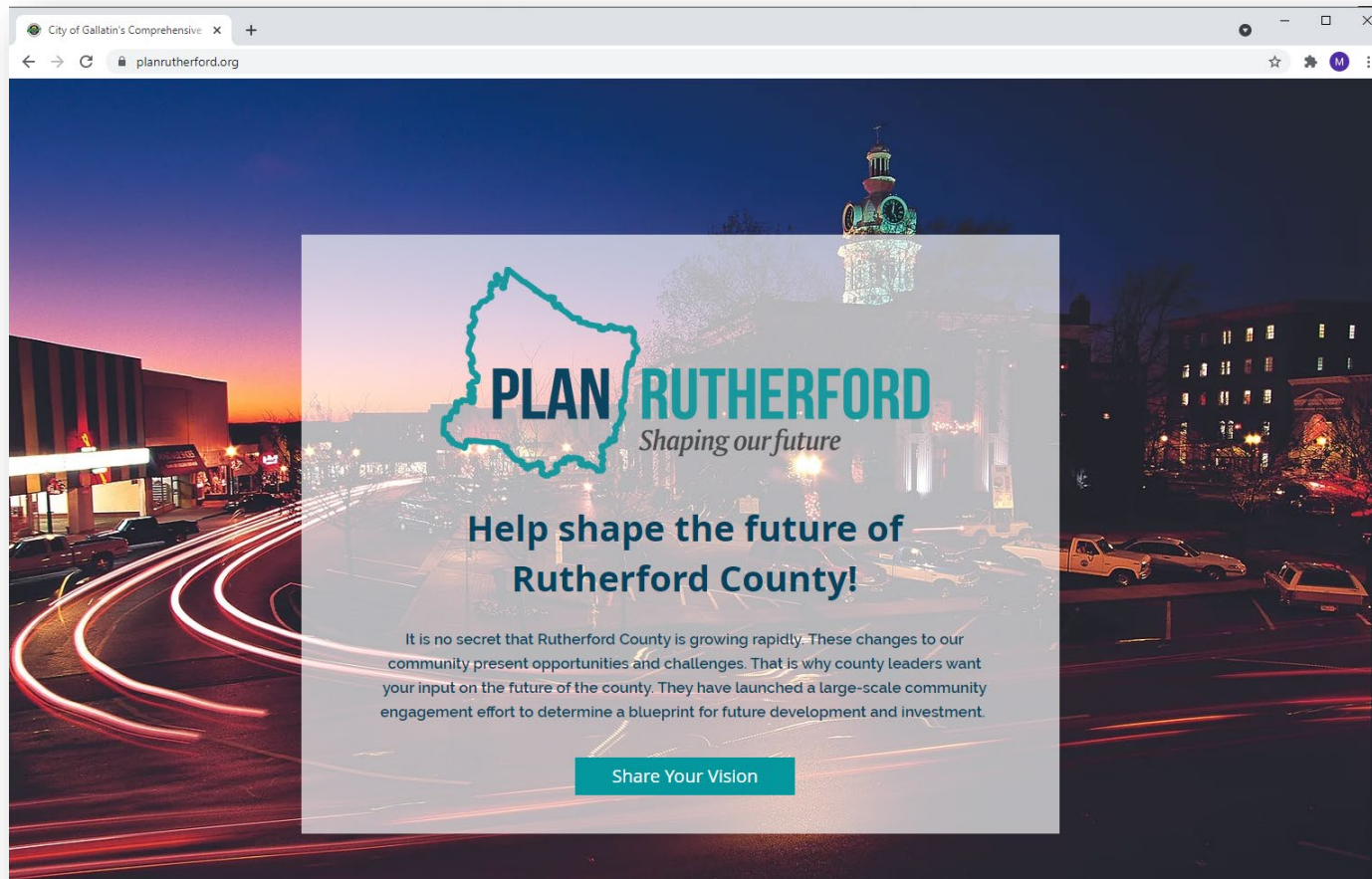
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