

# STATE ROUTE 66 CORRIDOR PLAN



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## Purpose of the Plan

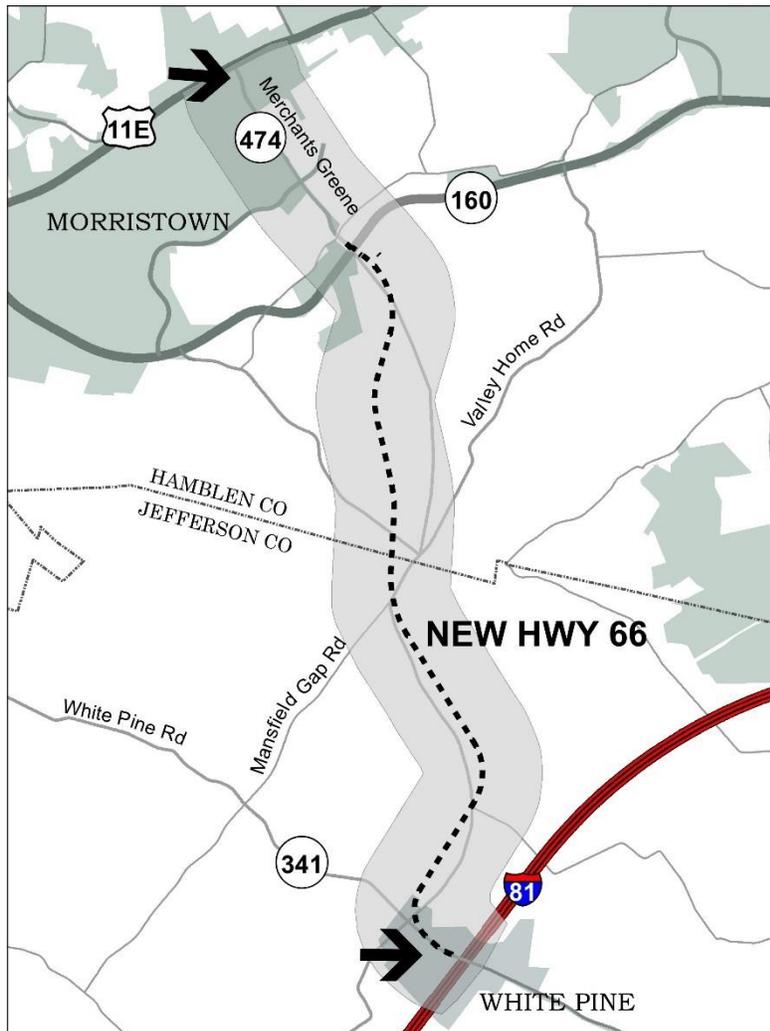
This study was undertaken by the Lakeway Area Metropolitan Transportation Planning Organization (LAMTPO) in 2018 as construction was nearing completion on the relocation of State Route 66 in Hamblen and Jefferson counties.

The local jurisdictions through which this major highway passes – the City of Morristown, Hamblen County, Jefferson County, and the City of White Pine – agreed to work with the Tennessee Department of Transportation (TDOT) to create this Corridor Plan. Their objective was to develop a vision, tools, and recommended steps to guide new investment in ways that are consistent with community goals, while also maintaining mobility and safe travel along SR 66.

## Corridor Overview

Before construction of the new highway, SR 66 followed Valley Home Road and Maple Valley Road, both two-lane roadways that form a winding route between US Highway 11E in the downtown area of Morristown and the Exit 4 interchange area at Interstate 81 in White Pine.

Figure 1: State Route 66 Corridor Location



SR 66 is being relocated, including construction of a new 4-lane highway through relatively undeveloped lands in Hamblen and Jefferson counties between SR 160 and the Hamblen/Jefferson County line. South of the county line, the new highway generally parallels the old Valley Home Road alignment southward to the I-81 interchange.

North of SR 160 in Morristown, existing State Route 474 (known locally as Merchants Greene Boulevard) will have its designation changed to SR 66. This will create a seven-mile corridor of continuous 4- and 5-lane highway linking two major corridors – US 11E and I-81.

### *Roadway Characteristics*

At completion, SR 66 will include two urban cross sections: in Morristown, from US Highway 11E (W. Andrew Johnson Hwy.) to about 1,500 feet south of the Westview Middle School access road, and in White Pine, from just north of SR 341 (S. White Pine Road) to Interstate 81. Both sections consist of four 12-foot travel lanes with a center two-way left turn lane, 10-foot paved shoulders with curb and gutter, and 5-foot sidewalks on both sides of the roadway.

Access to SR 66 in these sections of the corridor is allowed but requires permission from the Tennessee Department of Transportation (TDOT), except within the city limits of Morristown, where the city government is responsible for these permits. The minimum requirements for location, spacing and design of new access are contained in TDOT's Manual for Constructing Driveway Entrances on State Highways; within Morristown city limits, local standards may be more stringent based on the zoning and subdivision regulations.

**Top right:** *Merchants Greene Boulevard in Morristown, at the northern end of the study corridor. This 5-lane section is currently State Route 474, but will be redesignated as part of the new State Route 66 when the full length of the highway is complete to Interstate 81.*



**Bottom right:** *An aerial view of the I-81 interchange at Exit 4 shows the new highway under construction where it joins existing SR 341 (Roy Messer Highway). Earthwork can also be seen where a new private school is under construction in White Pine, at the south end of the SR 66 corridor. (Image from Google Earth)*



Between the two urban sections in Morristown and White Pine, the central portion of the corridor is constructed as a rural, median divided highway consisting of four 12-foot travel lanes and 10-foot gravel outside shoulders. Access is limited to existing public roads: Nelson School Road, Alpha Valley Home Road, Valley Home Road (old SR 66), Mansfield Gap Road, West Road, and Bell Road. Where these routes cross SR 66, the access points have been designed as offset intersections, based on local input that it was preferable to maintain higher travel speeds by avoiding signalized intersections on this route.

Speed limits are 35 miles per hour (mph) in the White Pine section of the corridor and 45 mph between US 11E and SR 160 in Morristown. A speed limit had not been assigned to the central section when this report was prepared, since the road was not yet open to traffic, but its design speed is 60 mph.

#### *Multimodal Network*

As noted, the corridor as improved includes sidewalks on both sides of the road throughout the urban sections of SR 66, in Morristown from US 11E to about 1,500 feet south of the Westview Middle School entrance, and in White Pine from the I-81 interchange to about 350 feet north of the SR 66 intersection with SR 341 (S. White Pine Road). Both Westview Middle School and the new private school being built at the south end of the corridor will be linked by sidewalks to the adjacent urban sections of the corridor.

Recommendations for future bicycle and pedestrian facilities in LAMTPO's 2040 Long Range Transportation Plan - building on the 2008 Regional Bicycle and Pedestrian Plan - include a bicycle path along the newly constructed portion of SR 66. As built, the central section of the SR 66 corridor does not include any formal bicycle or pedestrian facilities, and currently offers only a gravel shoulder.



## Future Growth in the Corridor

The study area used for the SR 66 Corridor Plan follows new SR 66 within a half-mile buffer area on either side of the new route. Development within this corridor is the responsibility of four different local governments: Morristown, Hamblen County, Jefferson County, and White Pine.

### *Population and Employment*

Over the course of the next 20 years, the region overall is projected to grow significantly in population and employment. LAMTPO has projected a 32 percent population increase, with much of that growth occurring in Jefferson County where there is ample developable land. Regional employment is expected to increase by nearly 40 percent, with the addition of nearly 20,000 new jobs.

As outlined in LAMTPO's 2040 Long Range Transportation Plan, much of the employment growth is anticipated to occur in the major commercial and industrial areas within the US Highway 11E and US Highway 25E corridors. Strong growth is also expected in the area of the I-81 interchange at SR 341 (Exit 4), which anchors the southern end of the SR 66 corridor.

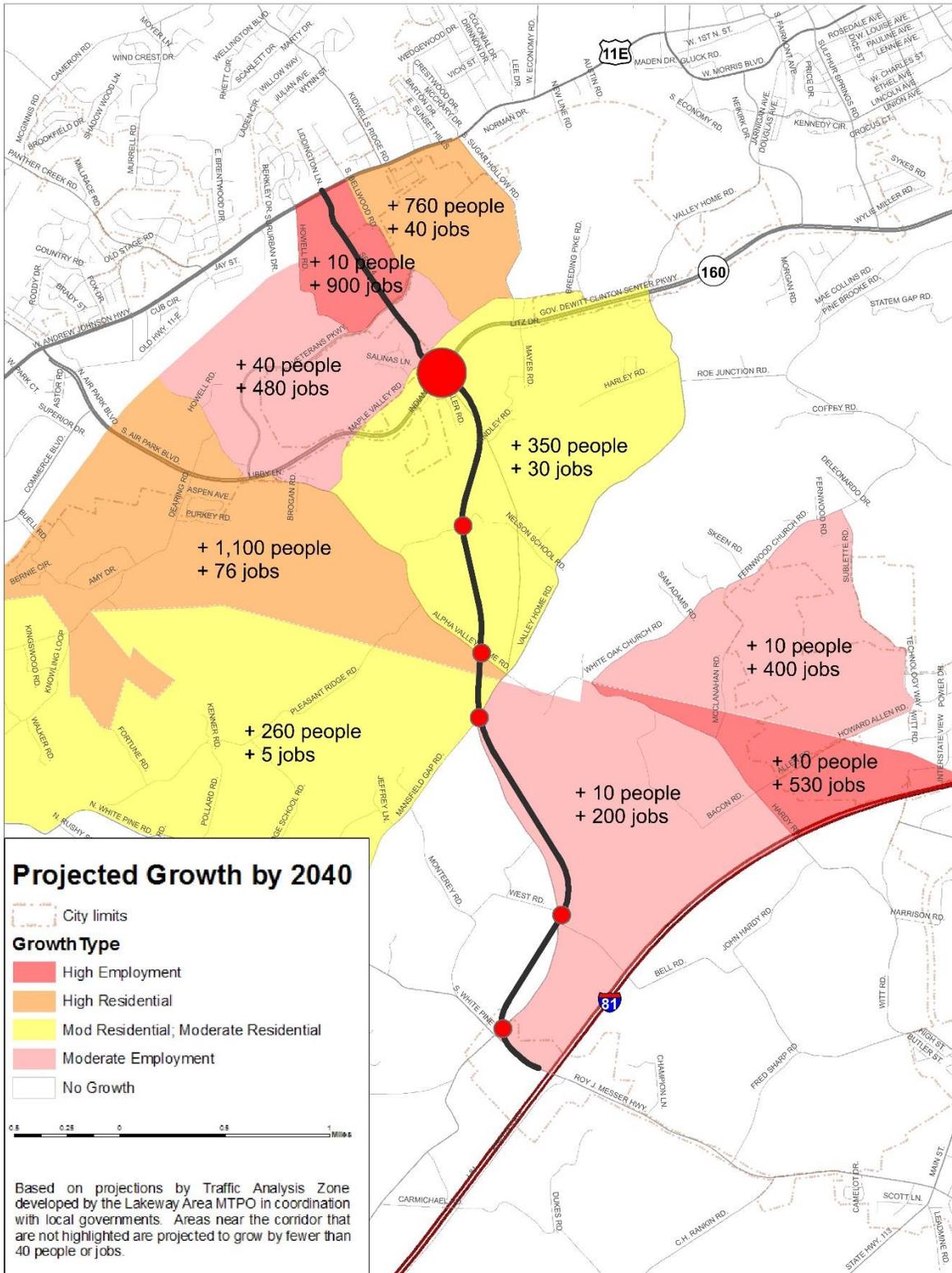
Although LAMTPO planning data does not support projections specifically for the half-mile buffer on either side of SR 66, it is possible to estimate broader corridor growth from the traffic analysis zones used for the regional travel demand model. A compilation of data from zones adjacent to the new highway indicates more than 2,500 new residents and 2,600 new jobs are expected in the broader corridor during the next 20 years. As shown in Figure 2, much of the new employment is anticipated to locate on the northern and southern ends of the corridor, where urban services are available along with access to other major highways. SR 66 is one of the primary routes that these employees and residents will use to travel within the region.

### *Future Travel Conditions*

Since SR 66 did not previously exist as a route directly linking US 11E and I-81, there is no "existing" traffic for baseline comparison purposes. However, forecasts are available since LAMTPO's latest Long Range Transportation Plan incorporated the new highway into its travel demand modeling. Based on the model, average annual daily traffic (AADT) by the year 2040 will range between 12,000 and 23,200. The most heavily traveled section (Figure 3) is projected to be south of the intersection of Valley Home Road (Old Highway 66) and Mansfield Gap Road.

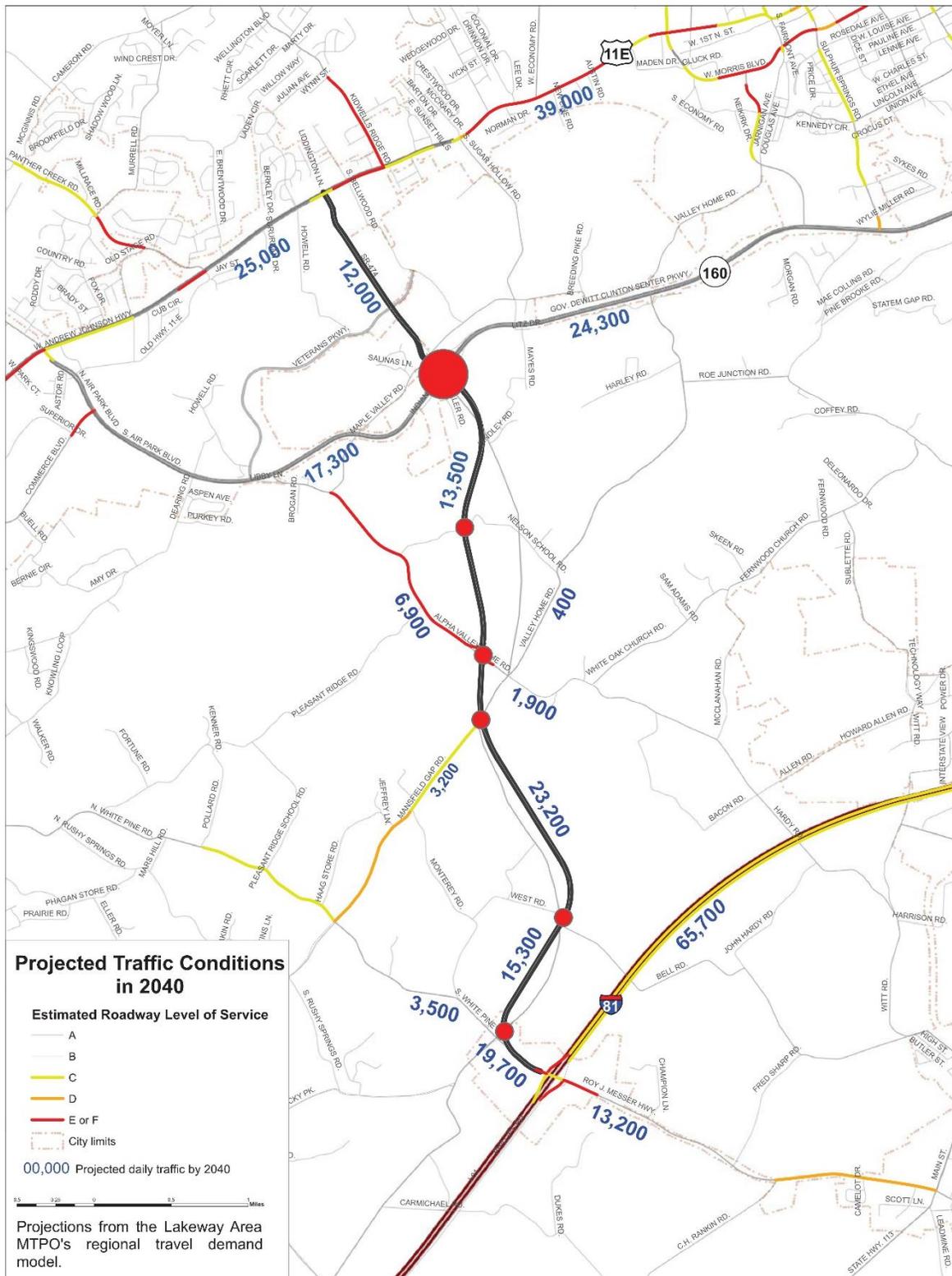
Roadway level of service along SR 66 is expected to remain at "A" or "B," taking into account the population and employment growth shown in Figure 2. Some of the roads feeding into the corridor are expected to experience delays by the year 2040. Alpha Valley Road, which provides a direct link between SR 160 and the SR 66 corridor, is anticipated to have significant delays during the heaviest traffic peaks. (Historically, Alpha Valley Home Road has been SR 342; however, it is slated to become a local road once new SR 66 is fully completed and open to traffic.)

Figure 2: Additional Population and Employment Expected in the Broader Corridor



Source: 2040 Long Range Transportation Plan

Figure 3: Future Corridor Travel Conditions (2040)



Source: LAMTPO Regional Travel Demand Model

## Environmental Context

The natural environment is an important determining factor for the pattern of land use and development within a community, since it sometimes imposes limitations on the development that is possible in a particular area. A built environment that ignores the natural environment will prove to be costly to property/home owners, to business owners, and to the community as a whole. Through awareness of local environmental characteristics and the appropriate use of land, the mistakes of the past can be avoided.

Although the following discussion addresses one environmental issue at a time, it should be recognized that they operate as an interrelated system. A complete understanding of all of the environmental constraints within the corridor study area is essential to allow and encourage development that minimizes negative impacts to both the built and natural worlds.

### *Soils and Geology*

One of the most important factors affecting development in any community is the content and capability of the various soils and their geologic makeup. Knowledge of the various characteristics of the soils and geology, such as flood potential; septic tank capability; drainage qualities; depth of the water table; load bearing strength; stability; sink-hole potential; and soil depth are important in determining the appropriate land use and development potential for particular sites.

The primary source for information on soils and geology for the corridor study area is the on-line Soil Survey administered by the United States Department of Agriculture Natural Resources Conservation Service (NRCS). The soil survey information for the study area presents nearly 30 different soil series, but indicates the area is located primarily within three soil associations across both counties:

- *Dunmore series* – consists of very deep, well drained, moderately permeable soils. These soils formed in remnants of limestone on uplands. Slopes range from 2 to 50 percent.
- *Talbott series* – consists of moderately deep, well drained soils that formed in clay remnants that were weathered from limestone. These soils have moderately slow permeability. The slope ranges from 0 to 70 percent.
- *Litz series* – consists of moderately deep, well drained soils formed in remnants from leached shale and with widely spaced thin layers of limestone. These soils are found on upland ridges and side-slopes, mainly in the Ridge and Valley areas of the Appalachians. Permeability is moderate. Slopes range from 2 to 80 percent.

About half of the study area consists of soils rated by NRCS as having “very limited” suitability for either residential or commercial development, generally corresponding to the areas of steep slopes on either side of the Hamblen/Jefferson county line. Another 40 percent of the study area consists of soils rated by NRCS as suitable for residential use with some limitations, mostly related to slopes and depth to bedrock, indicating that rural residential or low-density residential development is most feasible. These areas, while feasible for small-scale residential development, are rated as “very limited” for constructing small commercial buildings, again because of slope, erosion and shallow soil depth. The soils most suitable for development generally correspond to areas with gentle to moderate slopes.

### Topography

The topography of an area is one of the elemental characteristics of land that dictates where growth is suitable. Most important for land use in the SR 66 corridor are areas of extensive and steep slopes. (Slope is the degree of rise or fall, or an expression of steepness, over land surfaces. For example, a slope of 20 percent indicates the land elevation will rise 20 feet for each 100 feet of horizontal distance traveled.) Areas with moderate to steep slopes, including hills and ridgetops, should be minimally disturbed for purposes of development; they also contribute to the corridor's scenic character.



In the analysis of slopes along SR 66, a four-category system was utilized. These have been chosen because they are generally agreed to be of particular value in determining the most appropriate use of the land based upon its slope.

Percent of Slope	Nature of Terrain	Development Suitability
0-5	virtually flat	high suitability
6-12	gentle slopes	moderate suitability
13-20	moderate slopes	low suitability
20+	rough and steep	not suitable

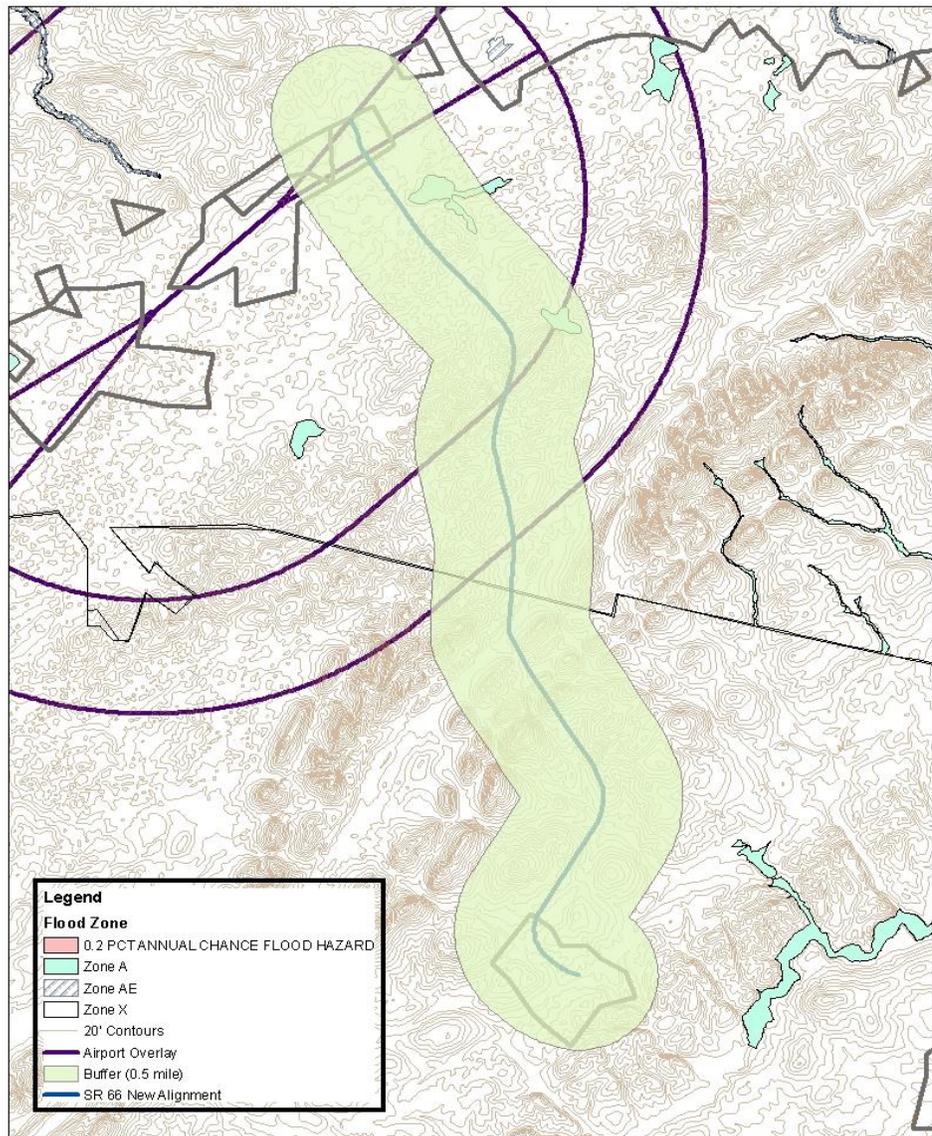
Most of the SR 66 corridor study area contains gentle to steep slopes, which is typical of this area of East Tennessee. Development in some areas of the corridor, particularly near the Hamblen and Jefferson County line, may be constrained by the amounts of slopes in the 13 to 20 percent range. Areas more conducive to development are on either end of the corridor, in Morristown and White Pine.

### *Floodplains, Impervious Areas, and Land Use*

The corridor area does not contain any floodplains mapped for the Federal Insurance Rate Program (NFIP). While this signifies a low level of flooding hazards along the corridor, it is important to note that land use patterns have a direct impact on the hydrology of an area. As an area gains more impervious (paved) surfaces, there is a corresponding increase in the amount of stormwater that must be managed.

The development pattern in the corridor will change as a result of SR 66. Land that is currently vacant or in a natural state will be converted to developed land, which will as a result increase the overall amount of impervious area. As development occurs along the corridor, local decision-makers should be sensitive, aware, and proactive about the connection between drainage, stormwater, and land use. Management of the overall amount of impervious areas, natural drainageways, creeks, and streams - both along SR 66 and within the broader corridor - is essential to ensure stormwater runoff is properly managed as development occurs.

Figure 4:  
Environmental  
Constraints  
Affecting the  
Corridor



## Land Use and Development

Figure 5 shows existing land use in the broader study area, categorized as follows:

- **Agricultural:** Land on which farming or other similar uses occur. This category may also contain vacant land uses. Note that Jefferson County data includes a separate use category for forests, which is reflected in Figure 5. For purposes of analysis, forest uses were considered a subset of agricultural use.
- **Low Density Residential:** Land on which low density dwelling units are located.
- **Commercial:** Land on which retail and wholesale trade activities and/or services occur. Land on which an array of private firms that provide special services are located. This category includes banks, professional offices, personal services, repair services, etc., and vacant floor space.
- **Public and Quasi-Public:** Land on which any educational facilities; all federal, state, and local governmental uses; utility structures or facilities; all churches, chapels, or places of worship; all libraries, parks, and similar uses are located.
- **Industrial:** Land on which the assembly, processing, packaging, or fabricating of raw materials or products takes place. This use also includes mineral extraction.

Most of the corridor is currently rural and/or undeveloped, and contains primarily agricultural uses. Nearly all non-residential development is focused at the northern and southern ends of the corridor.

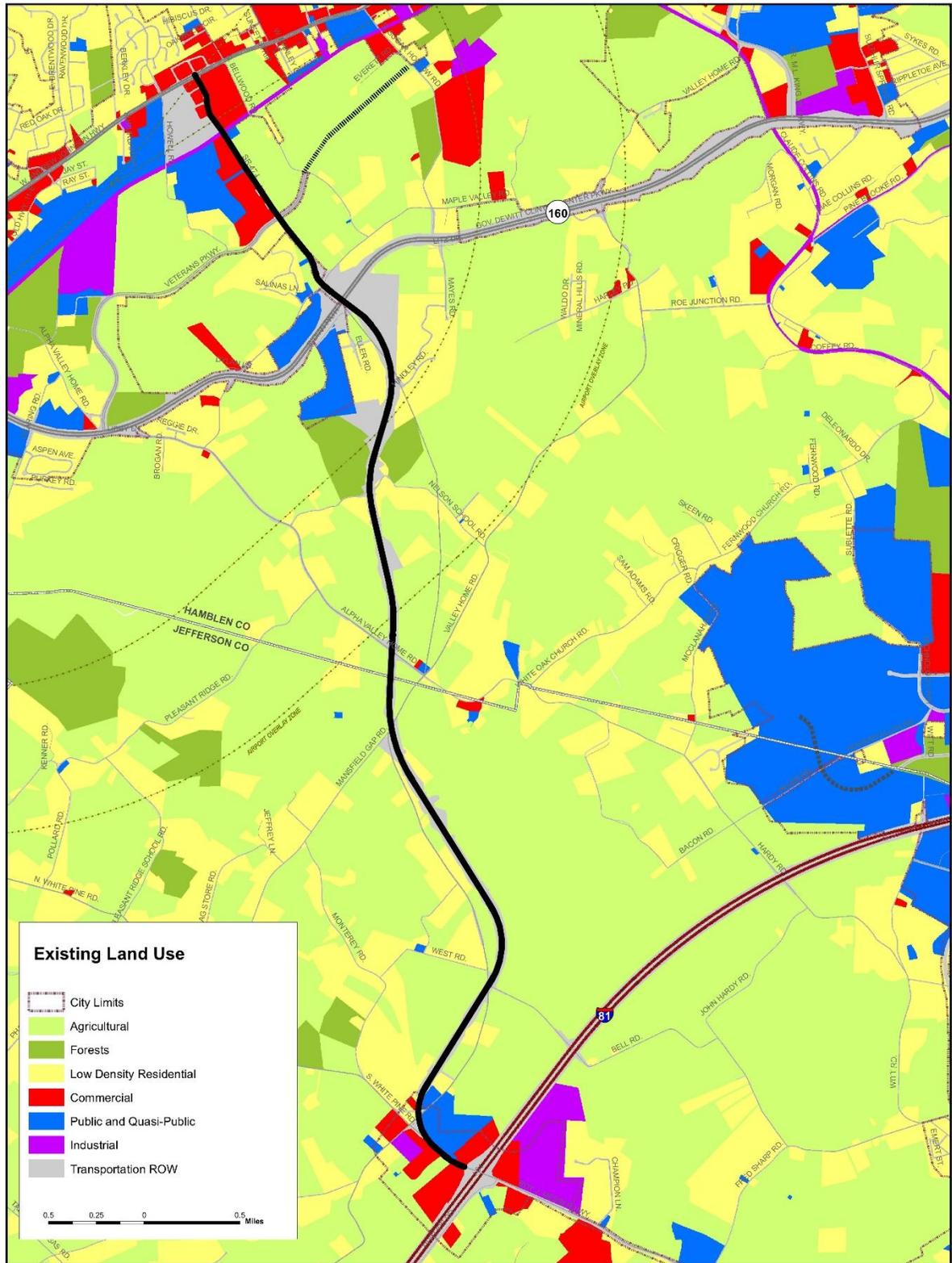
Major public and quasi-public uses include a new City of Morristown public works building planned just off SR 66 at Durham Landing Road; Westview Middle School, located on SR 66 at the SR 160 interchange; and a private school currently being built at the southern end of the corridor along SR 66 at S. White Pine Road. The Morristown-Hamblen County Hospital Association owns significant property on the east side of SR 66 just south of Veterans Parkway which is currently in agricultural use but is anticipated to be a future location for health care services.

Industrial development is located outside the official corridor study area, but close enough that its traffic will certainly influence travel conditions on SR 66. Existing industrial uses include Old Dominion Freight Line's operations at the I-81/SR 341 interchange (Exit 4) and the business park operated by Morristown's Industrial Board adjacent to the Morristown Airport.

The southern end of the corridor near the I-81 interchange already has some highway-oriented commercial development, such as fast food restaurants and gas stations, and is expected to see more such businesses as new SR 66 opens to traffic. On the northern end, Walmart and other regional shopping establishments have located just south of busy US 11E. Further developments are underway along Merchants Greene Boulevard which will bring additional retail and restaurant space to this area.

A review of study area parcels, and the TDOT right-of-way plans for SR 66, did not indicate easements that would significantly impact the corridor's future development.

Figure 5: Existing Land Use



### *Zoning and Regulatory Context*

Development in the corridor is managed by four different local governments: Morristown, Hamblen County, Jefferson County, and White Pine. Each jurisdiction has adopted zoning to regulate land uses and building placement within its respective jurisdictional boundaries. Each jurisdiction has also adopted subdivision regulations to organize the division of land, and to govern the platting and land division process.

Although each jurisdiction maintains separate, distinct zoning ordinances and zoning maps, it is possible to generalize zoning categories across the corridor. The pattern is fairly typical in that the areas within municipal boundaries (White Pine and Morristown) contain a wider mix of residential and non-residential zoning districts. Areas in unincorporated Hamblen and Jefferson counties are primarily zoned for agricultural and low density residential uses. This zoning pattern was established prior to the SR 66 relocation. Following the adoption of a SR 66 corridor vision, the communities should re-examine this zoning pattern to ensure that it reflects the appropriate uses along the corridor.

### *Relation to Future Uses and a Land Use Vision for the Corridor*

Given the projected population and employment growth for the area, significant development can be expected on both ends of the corridor where the availability of urban services and environmental characteristics make it feasible. New development along Merchants Greene Drive in Morristown is indicative of the types of uses (retail, office and personal services) that tend to cluster along new major transportation corridors.

None of the available future land use plans from local jurisdictions reflect the SR 66 corridor relocation and the new transportation linkages that it will provide. Development of a future land use vision for the corridor is therefore timely as construction of the new roadway is drawing to a close.



## Corridor Management Approach

### *Corridor Management Agreement*

At the same time this study was undertaken, LAMTPO's member jurisdictions were developing a formal agreement with the Tennessee Department of Transportation for ongoing management of the SR 66 corridor. In essence, the agreement acknowledges the importance of preserving safety and traffic mobility along this highway, and each party's intent to coordinate on land use and transportation issues that would affect the route. The final Corridor Management Agreement, or CMA, was adopted by each local government in fall 2018.

### *Corridor Management Committee*

The CMA included formation of a Corridor Management Committee which will meet on an ongoing basis to discuss issues related to SR 66. The committee includes appointees from Morristown, Hamblen County, Jefferson County and White Pine, as well as TDOT. Each agency will retain its individual authority to make decisions that have traditionally fallen under its purview. The purpose of the committee is not to regulate, but to provide a forum to obtain ideas and input from partners before individual decisions are made that may affect the larger corridor.

The SR 66 Corridor Vision presented here will provide a framework for the Corridor Management Committee's initial tasks, as well as its ongoing work. It presents a strategy for locating and managing development in the corridor in ways that are compatible with the land's environmental characteristics, support transportation safety and mobility, and promote the character of development appropriate for each section of this diverse corridor. The intent is for the new SR 66 Corridor Management Committee to:

- Review and discuss the draft development policies in this report;
- Determine what is appropriate for the corridor partners to adopt as a group; and
- Help facilitate the adoption of the selected corridorwide policies by each of their communities.

Each individual partner can also consider the draft development policies created for the sections of the corridor that fall under their own jurisdiction, and decide how and whether to update their zoning, subdivision regulations, and/or other local development guidelines.

## Development of the Corridor Vision

### *Stakeholder Workshops*

The underlying framework of the corridor plan was developed through two workshops hosted by LAMTPO on March 19, 2018 and May 3, 2018. Workshop invitees included members of the LAMTPO Executive Board and Technical Advisory Committee, along with key public and private stakeholders involved in economic and community development.

The first workshop focused on the development of goals and objectives for the plan. Participants developed a set of goals for the overall corridor and identified possible management strategies to be explored in this study (Figure 6).

At the second workshop, participants discussed the Existing Conditions information in this report, including the corridor's key transportation characteristics and development potential based on environmental constraints such as steep terrain, floodplains and sinkholes. This discussion was used as the basis for identifying a draft, general vision for the desired development character of each section of the corridor (Figure 7).

Figure 6: Corridor Goals and Potential Management Strategies

**Goal: Maintain free-flowing traffic movement along the corridor.**

Potential Strategies:

- Minimize the number of curb cuts.
- Create a formal process for TDOT and local governments to coordinate on requests for new curb cuts on SR 66, and standards for approving those requests.
- Identify where frontage roads or cross-access easements may be needed to provide circulation between local developments.
- Adopt driveway design standards based on the volume and type of traffic that a new development is expected to generate.

**Goal: Provide safe facilities for pedestrians and cyclists to travel along, and across, the corridor.**

Potential Strategies:

- Determine which sections of the corridor are suitable for sidewalks and on-street bike facilities, and which sections may be better served with off-street facilities.
- Identify major crossing points for pedestrians and cyclists, and propose improvements at those locations that will promote non-motorist safety while maintaining vehicular mobility.

**Goal: Promote appropriate opportunities for economic and community development.**

Potential Strategies:

- Encourage new lodging, dining and shopping within the White Pine section of the corridor.
- Encourage additional housing for Hamblen County, and a diversity of non-residential development in the north end of the corridor, including medical offices and other professional uses.

**Goal: Maintain quality growth along the corridor.**

Potential Strategies:

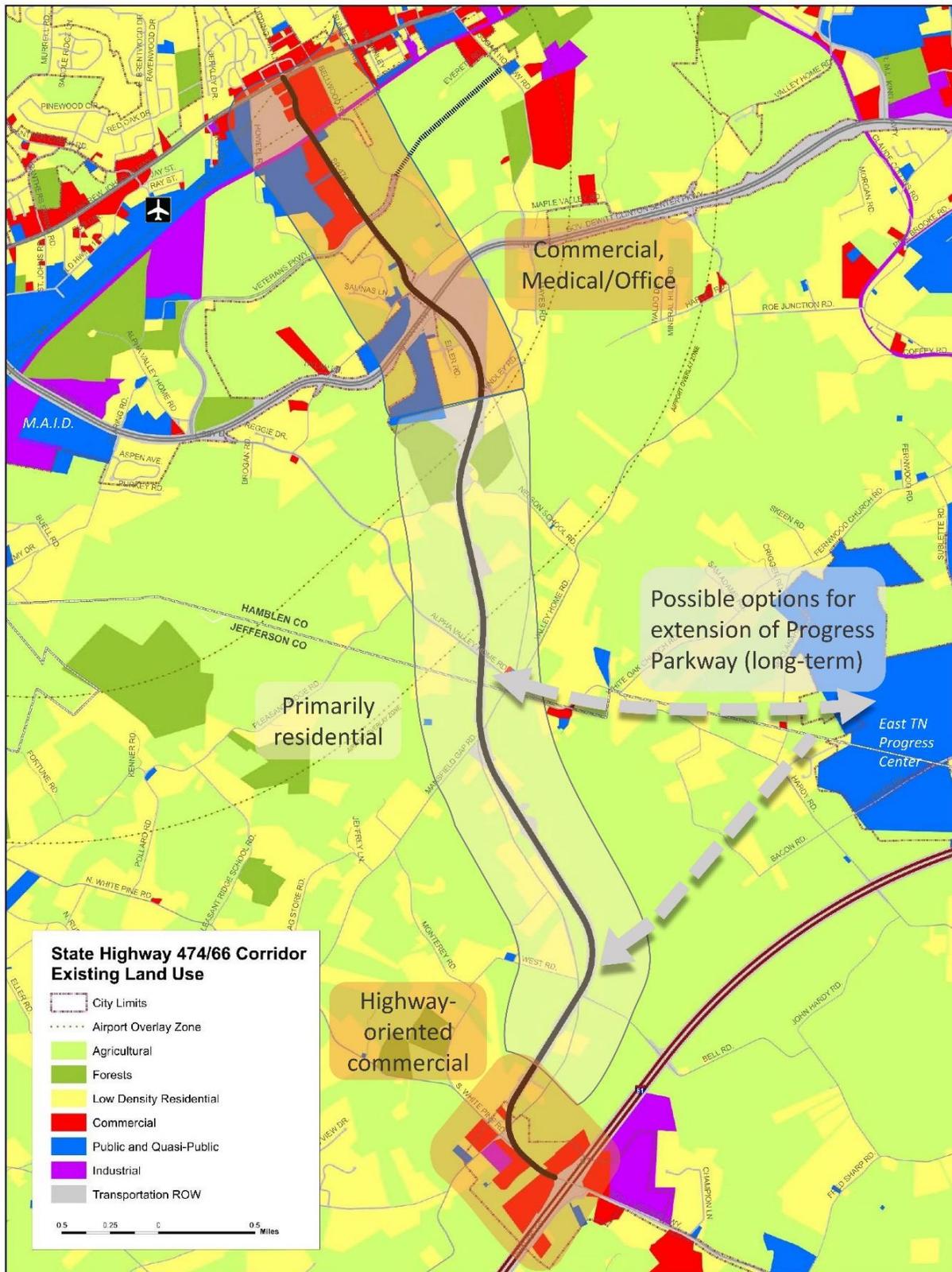
- Provide policy guidance for appropriate future land uses along the corridor.
- Adopt guidelines for site design and architectural form of development/redevelopment within the corridor.

**Goal: Promote development that supports transportation goals for the corridor.**

Potential Strategies:

- Adopt zoning changes as needed to achieve land use and transportation goals.
- Work one-on-one with developers to identify opportunities and discuss site design.
- Discuss potential development plans at the SR 66 Corridor Management Committee.

Figure 7: Initial Draft Corridor Vision



The second stakeholder workshop also included a “SWOT analysis” to identify corridor strengths and weaknesses, opportunities and possible threats (Figure 8). Much of the discussion focused on opportunities for economic growth and on issues of intergovernmental coordination, particularly on public utilities and approvals for new development. Although westward extension of Progress Parkway was initially identified as an opportunity, it was not carried forward for further evaluation due to environmental feasibility as well as other major long-term budget priorities.

Figure 8: Summary of Corridor “SWOT” Analysis

**STRENGTHS**

- Much of the SR 66 corridor is a “blank slate”
- Local governments work cooperatively
- Some portions of the corridor are suitable for development, and there is a demand
- Development can be managed through provision of utilities and zoning
- Access to SR 66 is limited (can also view this as a weakness)

**WEAKNESSES**

- Multiple utility providers in the corridor
- Sewer is not available for a significant portion of the corridor
- Access to SR 66 is limited (can also view this as a strength)
- Some areas are challenging for development due to slopes and/or sinkholes

**OPPORTUNITIES**

- Use of zoning to help manage the SR 66 corridor’s growth and set a course that will continue even as leadership changes
- Cooperation between Hamblen and Jefferson counties on planning for growth
- Economic boost from interstate travelers with growth occurring in White Pine at Exit 4
- Incorporate safe access to new development occurring near Exit 4
- Focus residential growth near schools
- Plan for fixed-route transit in portions of the corridor where service may be available
- Extend Progress Parkway westward to intersect SR 66 (long-term)

**THREATS**

- Traffic impact of new school near Exit 4, especially in morning/afternoon peak hours
- Lack of support for managing development
- Cities’ limited ability to annex makes it difficult to extend services in the corridor
- Changing air quality standards might cause the region to be out of compliance

## Public Survey

LAMTPO received more than 300 responses to a survey asking citizens to describe their goals for the SR 66 corridor. The web-based survey was conducted in parallel with the stakeholder workshops and publicized through local governments' websites, Twitter and Facebook accounts. It was also advertised through project flyers mailed directly to property owners along the route and posted in community buildings. Paper copies of the survey were also made available for those who expressed that preference.

Corridor Plan for State Highway 474 (Merchants' Greene Blvd) and State Highway 66

4. Do you think the new State Highway 66 should develop like other highways in the area, or should it look different?

Yes, same as other highways.

No, I want it to be somewhat different.

Not sure, I would be interested in hearing more.

5. What type of growth would you like to see along the new Highway 66?

Limited growth, mostly single-family residential

Single and multi-family residential

Commercial and offices

Mixture of residential, commercial, and offices

Industrial

Other? Please describe:

Prev Next

Citizens were asked whether the corridor should be managed, to identify the most important qualities that need to be maintained, and to describe the types of development that would be most desirable.

Most respondents indicated positively that they supported, or would at least like to hear proposals for managing the SR 66 corridor differently from other highways in the area. Preserving traffic flow and safety were identified as the top priorities. Nearly 70 percent of respondents expressed support for limiting the number of driveways that directly access SR 66 in order to maintain traffic safety and mobility.

A somewhat smaller percentage of respondents gave priority to opportunities for new development, or to the preservation of the corridor's scenic qualities. Numerous citizens commented that they see SR 66 as a unique, attractive "gateway" from the interstate to Morristown.

In terms of the corridor's future development, fewer than five percent of survey respondents identified industrial uses as desirable. The majority said they envision a mix of residential,

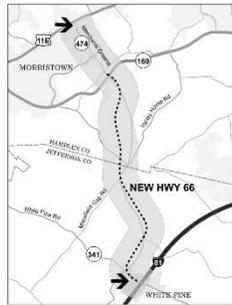
## PLAN THE FUTURE FOR NEW STATE HWY. 66

Once new State Highway 66 is open to traffic, there will be a 4-lane road all the way from U.S. Highway 31E to Interstate 83. Merchants' Greene Boulevard in Morristown – currently State Highway 474 – will also be reclassified as State Highway 66.

The cities of Morristown and White Pine, Hamblen County, and Jefferson County are working with TDOT to create a Corridor Plan that will guide future development along the route. Your input is vital to the plan. Take our on-line survey at:

[www.surveymonkey.com/tr/FutureSR66](http://www.surveymonkey.com/tr/FutureSR66)

Or scan this QR code to access the survey directly from your phone!



ARE YOU READY FOR THE NEW STATE HIGHWAY 66 TO OPEN?

HOW DO YOU THINK THIS NEW HIGHWAY CORRIDOR SHOULD DEVELOP?

SHARE YOUR THOUGHTS!

LAKEWAY AREA METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION  
(423) 581-6277  
[www.lamtpo.com](http://www.lamtpo.com)



commercial and office uses. About a third identified a more limited range of uses, such as commercial and office development, or very limited growth that would be primarily residential. The data suggest that citizens may have responded based on the portion of the corridor in which they live or travel most often. As discussed earlier, the potential for development along SR 66 varies based on environmental factors and the feasibility of water and sewer service.

A detailed summary of survey questions and responses is provided in Appendix A.

### *Public Meeting*

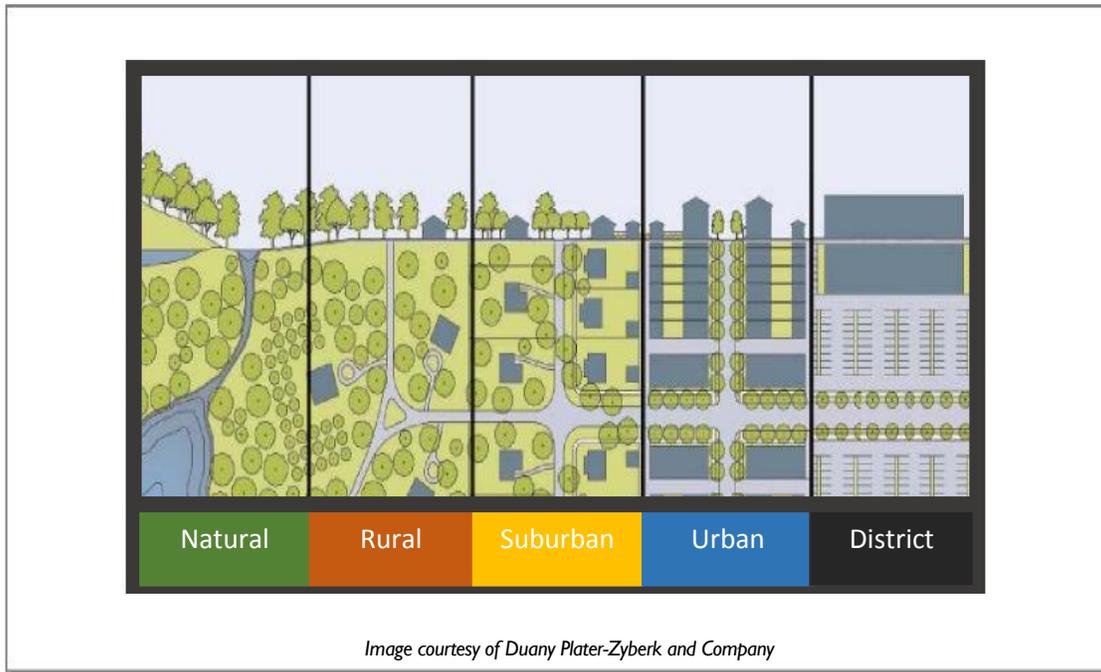
LAMTPO hosted a public workshop June 28, 2018 to follow up on the interest expressed by survey respondents in hearing more about ideas for SR 66 corridor management. Discussion centered on the idea of dividing the corridor into character areas, and what character would be appropriate for various segments. Those who commented suggested changes to the character areas initially proposed for the northern sections of the corridor. They proposed SR 160 as the dividing line between “Suburban Corridor” and “Suburban Neighborhood” based on the desire to limit non-residential development near Westview Middle School. They also recommended a longer section of the corridor to be included in the higher-intensity “Suburban Center” character area, to extend from W. Andrew Johnson Highway to Veterans Parkway.

The project team also presented the results of input from the public survey, and asked those at the meeting to offer any additional comments. Several attendees expressed strong support for new retail development, particularly in White Pine and Morristown, on each end of the corridor where access is not fully controlled.

The corridor was also mentioned as a desirable location for increasing the housing supply for Morristown and Hamblen County. Some attendees expressed the desire to have additional access points in the central section of the corridor. Others said they would prefer to maintain limited access because they value being able to use SR 66 for higher-speed travel between Morristown and I-81.

## Corridor Vision

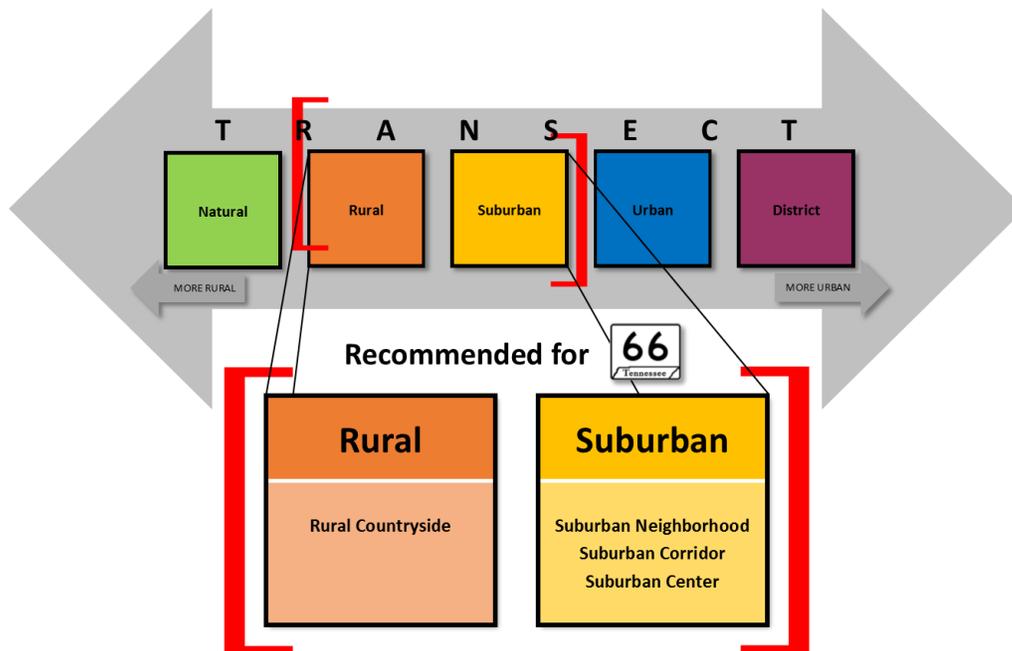
To achieve a unified vision, the SR 66 Corridor was evaluated through the transect planning approach developed and popularized by the Congress for New Urbanism and other advocates of “smart growth.” The **transect** represents the full spectrum of development from rural to urban, and the changing character of development as the transition is made from sparsely populated farmland to the heart of a densely developed major city. As shown below, character types include Natural, Rural, Suburban, Urban, and District.



An area that is completely undeveloped – such as Chuck Swan State Forest in Union and Campbell counties, is an example of the Natural portion of the transect. Areas in the Rural portion of the transect include primarily agricultural and single-family residential uses, with buildings that are scattered and relatively far apart. An area in the Suburban portion of the transect would include: low to medium density residential development, low to medium intensity nonresidential development (such as a grocery store), and some civic uses (such as churches). In addition, buildings in a Suburban area are more aligned to the street and are located close together.

An area in the Urban portion of the transect would include a full mixture of uses (residential, office, retail, and industrial). Buildings in the Urban area are located close together or are attached, and may be significantly taller than buildings in other areas of the transect. Finally, the District portion of the transect includes special uses and development patterns, such as a college campus, a major corporate headquarters, or similar unique use.

The development pattern and land uses along the SR 66 Corridor do not encompass the entire range of the transect. Based on existing conditions and regional goals, the corridor is most appropriately identified within the Rural and Suburban areas of the transect. The “character areas” proposed for the SR 66 Corridor Vision are therefore intended to result in land uses, development, and scale of development that fits well in the Rural and Suburban contexts.



## Character Areas

Character Area-based planning focuses on the way an area looks and how it functions. This planning approach allows communities to tailor strategies to specific areas, with the goal of enhancing the existing character or promoting a desired character for the future. Character Areas define sections of the community that presently have unique or special characteristics that need to be preserved, have potential to evolve into unique areas, or require special attention because of unique development issues.

The four Character Areas created for the SR 66 Corridor are, as mentioned, identified within the Rural and Suburban range of development. Figure 4 shows which the proposed application of Character Areas to each section of the corridor, as follows:

- **Rural Countryside** - This character area would extend generally between the Hamblen/Jefferson county line and the northern side of White Pine. This section of the corridor includes some lands with steep slopes and limited availability of public utilities, and was identified as having great scenic value.
- **Suburban Neighborhood** - This character area would extend generally between the Hamblen/Jefferson county line and SR 160 (Governor Dewitt Clinton Senter Hwy.). Slopes in this section become more moderate moving northward from the county line, with more suitability for low-density residential development.
- **Suburban Corridor** - This character area would apply to two different sections of the corridor: within White Pine, at the southern end of the corridor, and between SR 160 and Veterans Parkway. Public utilities are available and SR 66 is not fully access controlled.
- **Suburban Center** - This character area would apply to the corridor between Veterans Parkway and W. Andrew Johnson Highway (US Hwy. 11E), where more intensive commercial and other non-residential development is already present and expanding.

Figure 9: Proposed Character Areas for the Corridor

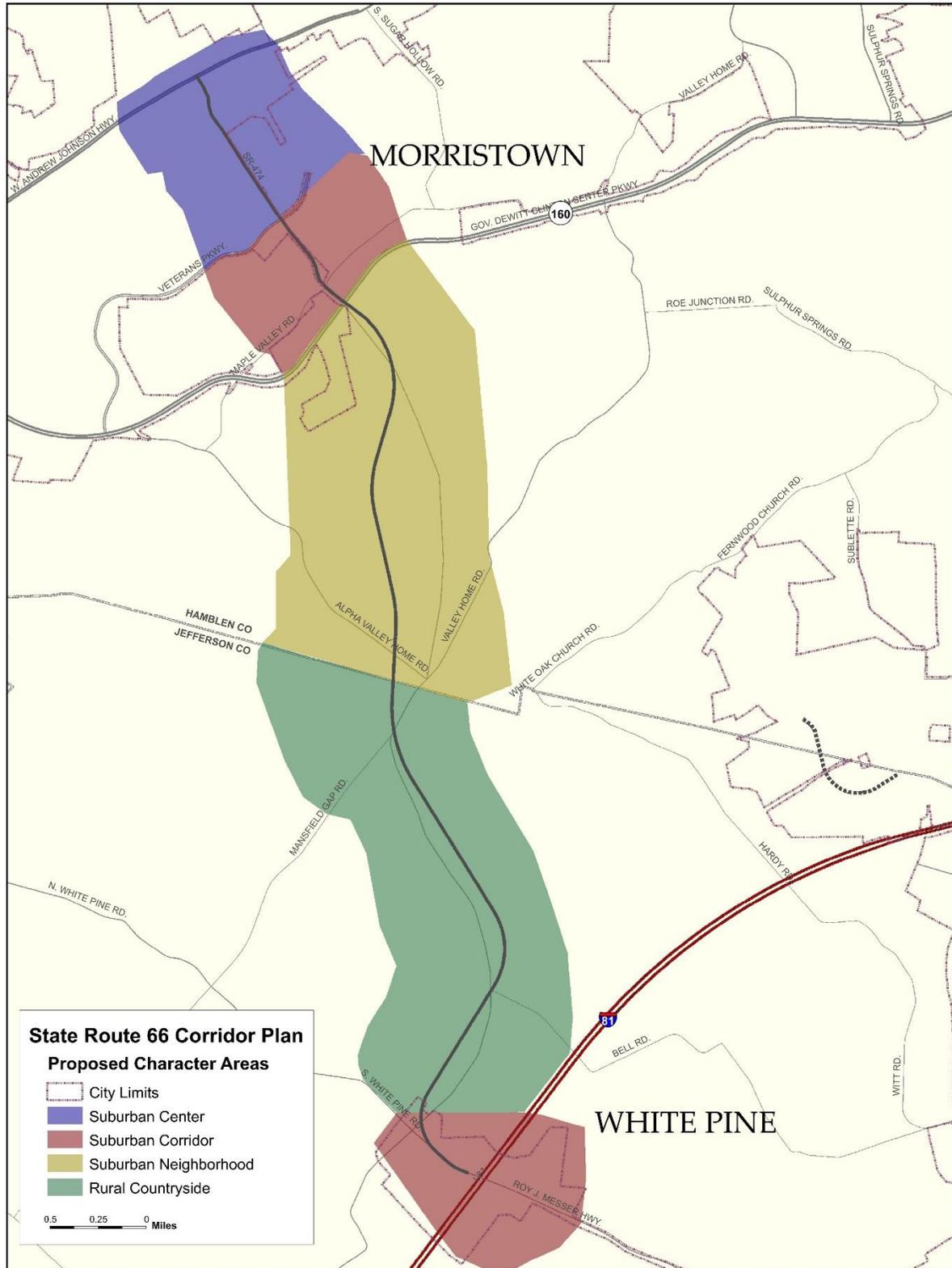


Figure 10: Character Area Descriptions

**WHITE PINE**

***SUBURBAN CORRIDOR***

The White Pine area of the corridor is proposed to develop according to the character of a Suburban Corridor, due to its proximity to Interstate 81 and the need to provide retail, restaurant, hospitality, and similar interstate commercial type uses.



**UNINCORPORATED  
JEFFERSON COUNTY**

***RURAL COUNTRYSIDE***

The Corridor then transitions from suburban to Rural Countryside at beginning of the unincorporated portion of Jefferson County, which contains large lot residential and agricultural type uses. This Character Area reflects the existing rural setting of this portion of the corridor, as well as the limited utility services and the constrained topography.



**UNINCORPORATED HAMBLEN COUNTY**

***SUBURBAN NEIGHBORHOOD***

Moving from Jefferson County into unincorporated Hamblen County, a low density and primarily single-family residential development pattern is appropriate. Overall density will be determined by availability of sewer service to this area.



**MORRISTOWN, SR 160 TO VETERANS PARKWAY**

***SUBURBAN CORRIDOR***

Moving into the Urban Growth Boundary and city limits of Morristown, a more mixed-use and commercial corridor character is appropriate. The Suburban Corridor reflects a mixture of residential, retail, restaurant, office, medical office, civic and personal service uses. The appropriate development pattern is a suburban scale of development, with landscaping, green space, and appropriately scaled signage.



**MORRISTOWN, VETERANS PARKWAY TO US HWY. 11E**

***SUBURBAN CENTER***

The section of SR 66 just south of W. Andrew Johnson Hwy. (US Hwy. 11E) is positioned as the most active and intensively developed Character Area along the corridor. This area is appropriate for the widest mix of uses. While still suburban in context, this area is adjacent to a major arterial corridor, forms the northern anchor of the SR 66 corridor, and can function as a center for high levels of activity.



## **Guiding Future Development in the SR 66 Corridor**

This section of the report outlines the general development policies, appropriate land uses, access, and proposed multimodal and design standards – both at a corridorwide level, and for each of the corridor’s Character Areas.

As noted earlier, these draft recommendations will be reviewed and discussed by the Corridor Management Committee to move into implementation. The intent is for the partner agencies to jointly adopt a common, corridorwide set of standards. It is also anticipated that each local government will also determine how best to incorporate the recommended standards for Character Areas that fall under their jurisdiction, and incorporate them into their zoning ordinance/map, subdivision and sign regulations, and other development guidance as appropriate.

Recommended corridor-wide standards are presented beginning on the following page. They have been developed to address the goals identified for the corridor, including safety, mobility, and encouraging quality growth in areas where suitable land and services are available.

## SUGGESTED CORRIDOR-WIDE DEVELOPMENT POLICIES

### SR 66 CORRIDOR OVERLAY GENERAL STANDARDS

#### **Purpose Statement:**

This Corridor Overlay Zoning District consists a range of intensities and densities of development, from low density development pattern in the Rural Countryside subdistrict to the dense, intense, and active development in the Suburban Center subdistrict. Each of the four Subdistricts within the SR 66 Corridor contains regulation and standards related to that particular development pattern that is designed and calibrated to help achieve the character described by the SR 66 Land Use Vision. In order to ensure a cohesive corridor character, there are some requirements that apply to the Corridor more generally, and those standards are included outside of each subdistrict. The intent of this Corridor Overlay is to implement the goals and vision of the SR 66 Corridor Plan.

#### **General Corridor Overlay Requirements:**

The following standards and requirements shall apply to all developments within the SR 66 Corridor Overlay Zone and each subdistrict.

#### **Signage Requirements:**

In addition to the other permitting and regulatory requirements for signage in *(jurisdiction)*, the following regulations apply to signs erected within properties within this overlay zone.

The SR 66 Corridor Study notes that future development along the corridor should respect the natural and scenic views along the new SR 66. To help achieve this vision, signage within this overlay shall follow these requirements:

- 1) Each freestanding sign shall be an on-premises sign, meaning that the sign must relate directly to the principal business or use legally established on the property. Off-premises freestanding signs, meaning sign that are not related to a preexisting, legally established business or use, shall not be permitted in the SR 66 Corridor Overlay. Off-premises signs may be appropriate in other areas of the *(jurisdiction)*.
- 2) On-premises signs shall not exceed 20 feet in height.
- 3) On-premises sign face shall not exceed 150 square feet.

#### **Communications Tower Standards:**

In addition to the other permitting and regulatory requirements for wireless/cellphone/communications towers in *(jurisdiction)*, the following standards shall apply.

- 1) Small wireless facilities shall be permitted in the Rights-of-Way, as defined by Tennessee Public Chapter 819.
- 2) Towers on private property shall not exceed 125 feet. Stealth design of towers is encouraged in these locations in order to preserve the scenic characteristics of the SR 66 Corridor.

#### **Roadway Access:**

Direct access to the section of SR 66 between SR 341 (S. White Pine Road) in White Pine and Veterans Parkway in Morristown is limited by the Tennessee Department of Transportation (TDOT) to existing public roads. To construct a new entrance on the remaining sections of SR 66, all property owners within the City of Morristown must first receive a permit from the City, and all others must first receive a permit from the Tennessee Department of Transportation.

Driveway dimensions, and spacing from other existing driveways, must meet the minimum requirements of TDOT's *Manual for Constructing Driveway Entrances on State Highways*. In addition, new entrances on SR 66 within the City of Morristown must also meet local zoning and subdivision regulations.

#### **Multimodal Transportation:**

It is the vision of this plan to provide walking and cycling access along SR 66 throughout the corridor. The type of facility that is appropriate in each section of the corridor is described in the design standards for that particular character area.

## SUGGESTED CORRIDOR-WIDE DEVELOPMENT POLICIES

### SR 66 CORRIDOR OVERLAY GENERAL STANDARDS

#### **Landscape, Buffer, and Screening Standards for all Nonresidential Uses**

These landscape, buffer, and screening standards shall only apply to Nonresidential Uses throughout the SR 66 Corridor. The addition of the following standards may require the submission of a Landscape Plan with a Site Plan. Incompatible Use Buffer supposes the developing use is one of the permitted uses, as described in each subdistrict.

#### Material:

All plant material shall meet the minimum standards set by the American National Standards Institute in ANSI Z60.1-2004. Additionally, all plant material shall be indigenous, as listed in the "Native Plants of the Tennessee Valley," published by the Tennessee Valley Authority. Plant species listed in the current edition of the Tennessee Invasive Exotic Pest Plants shall not be accepted for compliance with any landscape requirements.

#### Minimum Size at Time of Planting:

- 1) Deciduous canopy trees shall be a minimum of two (2) inches in caliper.
- 2) Understory trees shall have a caliper of one and one-half (1 ½) inches. Multi-stem varieties shall be a minimum of ten (10) feet in height above ground.
- 3) Evergreen trees shall be a minimum of six (6) feet in height and a minimum of two (2) inches in caliper.
- 4) Shrubs shall be a minimum of 18 inches in height above ground level and shall typically grow to a minimum height of five (5) to six (6) feet within four (4) years.

#### Maintenance:

All material shall be maintained in an attractive and healthy condition. Responsibility for maintenance of all landscape areas not in the public Right-of-Way remains with the property owner.

#### Parking Lots Perimeter Landscape:

Parking Lots shall be screened from public streets and adjacent uses. Existing vegetation may be used for this requirement.

- 1) Perimeter landscape for parking lots shall form a visual screen, while allowing for required sight clearances at access points and areas needed for ingress and egress.
- 2) The perimeter landscape screen may be composed of evergreen shrubs, deciduous shrubs, and/or understory trees.
- 3) A perimeter planting strip with an average width of four (4) feet shall be required.

#### Vehicular Use Area, Parking Lot Interior Landscape:

- 4) A parking row shall contain no more than 15 contiguous parking spaces uninterrupted by a required landscape island.
- 5) Each required landscape island shall be a minimum of 170 square feet.
- 6) Each parking space shall be within 70 feet of one (1) canopy tree.

#### Buffers

An incompatible use buffer shall be required between uses, regardless of base zoning district, in order to mitigate the adverse impacts of a more intensive land use to its surrounding environment.

#### Residential Use Adjacent:

30 foot exclusive buffer width containing 2 canopy trees, 4 understory trees, and 20 shrubs per 100 linear feet.

#### Commercial, Office, or Institutional Use Adjacent:

15 foot exclusive buffer width containing 1 canopy tree, 2 understory trees, and 10 shrubs per 100 linear feet.

## SUGGESTED CORRIDOR-WIDE DEVELOPMENT POLICIES

### SR 66 CORRIDOR OVERLAY GENERAL STANDARDS

#### *Design Variations Permitted:*

The buffer requirements, as listed in subsections above, may be modified in instances which comply with one or more of the following:

- (a) The buffer is parallel and adjacent to an existing utility and/or drainage easement in which the easement holder restricts height or types of vegetation.
- (b) The buffer is between parcels that are to be developed under a common or unified site development plan.
- (c) The buffer is between parcels that have an executed and approved joint use and/or access easement with the parcel under a common development plan.
- (d) The buffer is parallel and adjacent to an existing railroad right-of-way.
- (e) The buffer width may be reduced by up to 25% and the shrub requirement may be reduced up to 50% with the inclusion of a completely opaque fence or wall within the exclusive buffer.
- (f) The topography of the lot is such that the buffer would not be effective.

#### Screening:

The following shall be screened:

- (a) Loading docks, berths, or similar spaces if these spaces front onto an arterial or collector street.
- (b) Outdoor storage.
- (c) Mechanical equipment, ground mounted HVAC/cooling tower, or mechanical yards.

Features listed above need not be screened from similar uses on adjacent lots.

The screen shall be composed of evergreen vegetation, a wall, an opaque fence, a berm, an integrated building element (such as a knee wall, roof extension, or wing wall) or any combination thereof. The screening method shall be designed to sufficiently obscure views from off-site views, so that no portion of the feature being screened is visible from streets or adjacent lands.

#### **Site Lighting Standards for all Nonresidential Uses**

These site lighting standards shall apply to Nonresidential Uses only throughout the SR 66 Corridor. A Site Lighting/Photometric Plan may be required along with submittal of a Site Plan.

Maximum Fixture/Pole Height: 30 feet

Maximum Fixture/Pole Height within 50 feet of Residential Use: 20 feet

Fixtures, including but not limited to free-standing poles, wall-mounted light packs, flood-lights, spot-lights, or architectural/accent lights, shall be shielded, mounted, and oriented in a manner that all on-site lighting is contained on-site.

Maximum Illumination at Property Line: 1.0 foot-candle

Maximum Illumination at Right-of-Way: 2.0 foot-candles

## Character Area Policies

In addition to corridorwide standards, proposed development guidelines have been developed for each Character Area within the corridor. The proposed policies are relatively simple for the Rural Countryside, where the corridor is anticipated to remain fairly undeveloped, and largely agricultural and residential. Character Areas that are expected to experience higher intensity and more mixed types of development have a broader range of policies to address the complexity of issues that will arise.

### RURAL COUNTRYSIDE

The intent of this Character Area is to preserve existing rural countryside and areas with existing agricultural uses, and accommodate limited residential growth. Changes to the overall character of the area should rarely occur. New development, consisting of agricultural and low density residential uses, should respect, preserve and enhance the natural environment.

#### *Description*

The area is characterized by very low residential development and agricultural uses with limited, intermixed and compatible religious uses. The development pattern is generally scattered and diffuse, with large distances between buildings or clustered in small communities. Clustering of new residential developments may be appropriate, if (1) infrastructure is available to support such new development; (2) the development is within the context of the surrounding rural environs; and (3) the development preserves important natural features, open space, and the rural character of the area. Buildings are either removed from the road with deep setbacks or are located close to the road, but for matters of function, such as a barn, rather than form.

Future development should be limited and continue to emphasize the preservation of agricultural uses, open spaces, and the rural character that is innate to this Character Area. Natural and scenic features should be preserved.

This area will have limited new utility service. Any new development should only follow capital infrastructure investments.

#### *Future Uses*

Agricultural uses and single family detached residential uses are the most appropriate use in this Character Area. Duplexes may not be appropriate due to infrastructure demands and incompatible lot size with existing development. Civic uses such as places of worship are appropriate only if they are compatible with surrounding residential development (for example, elements such as building size, building height, and site design of signage and the parking lot) and are located adjacent to a collector or arterial street.

#### *Policies*

Proposed Rural Countryside development policies are presented on the following page.

## SUGGESTED DESIGN STANDARDS

### RURAL COUNTRYSIDE

#### **Subdistrict Purpose Statement:**

This subdistrict consists of a rural development pattern that includes a low density mixture of agricultural uses and residential uses. New development, consisting of agricultural and low density residential uses, should respect, preserve, and enhance the natural environment and scenic views. Churches located in this subdistrict should be reflective of a rural development context.

#### **Permitted Uses:**

Agriculture, Rural Residential/Low Density Residential, and Religious Facilities

#### **Prohibited Uses**

All Uses not described as a Permitted Use.

#### **Bulk Standards & Setbacks:**

Maximum Gross Density per Acre: 1 unit per 5 acres

Minimum Lot Width: 200 feet

Front Yard: 50 Feet

Side Yard: 25 Feet

Rear Yard: 50 Feet

#### **Access:**

Direct access to this section of SR 66 is limited by TDOT to existing public roads. New driveways on the public roads that intersect SR 66 should be located at least 300 feet from SR 66 in order to manage future congestion and safety at these intersections.

#### **Multimodal Standards:**

A future sidepath for walking and cycling is proposed along this section of SR 66 to be built within the right of way. New private development is not expected to generate the level of demand which would warrant building formal connections to the sidepath.

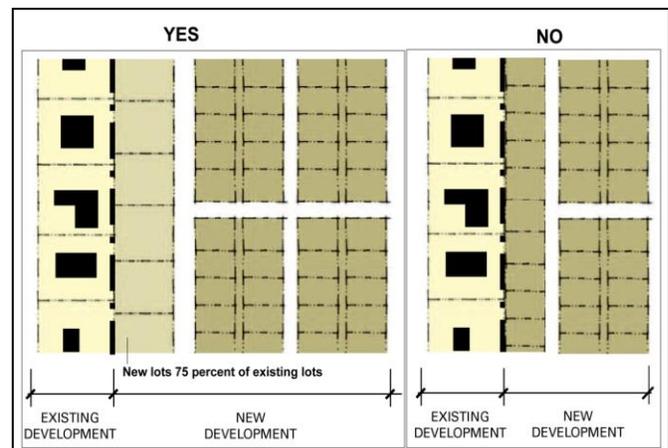
## SUBURBAN NEIGHBORHOOD

The intent of this Character Area is to enhance existing suburban neighborhoods and create new suburban neighborhoods that have a sense of place and match the residential context of this area. Changes to the area are likely as development occurs. New development should create neighborhoods with a sense of identity and place, while respecting both the natural environment and blending with existing, surrounding neighborhood assets.

### Description

The Suburban Neighborhood Character Area is characterized by residential development and neighborhoods, with limited, intermixed and compatible public and civic uses. The general development pattern is defined by a single use activity on individual lots. Street networks are often defined by curvilinear streets and moderate distances between intersections. Buildings have moderate setbacks and use the building structure or landscaping to frame the street. Pedestrian connections (such as sidewalks, bicycle routes, or shared use paths) are encouraged and should provide linkages to SR 66 to provide for a corridor-wide pedestrian network.

Future development should emphasize connectivity and housing diversity (this includes a mix of architectural styles, home sizes and floor layouts, and price points). Lot sizes should blend with any existing neighborhoods to ensure compatibility of new subdivisions. The illustration at right shows an example of integrating lot sizes in new developments. Additionally, new development should create a pedestrian-friendly environment by adding sidewalks and/or creating other pedestrian-friendly multi-use trail/bike routes linking current and future neighborhoods and the SR 66 Corridor.



Extensions to water, sewer and other services should be expected. New service or extensive redevelopment of existing services should be reviewed by the Planning Commission as a primary element of approval.

### Primary Future Uses

Single family detached residential uses are the most appropriate use in this Character Area. Duplexes may be appropriate but should not be concentrated within a neighborhood. Apartments, mobile home parks, and other multifamily housing are not encouraged types of residential uses in this Character Area. Civic uses such as places of worship, schools, low impact governmental services, community centers, parks, or other passive recreation (including greenways and trails) are appropriate only if they are compatible with surrounding residential development and are located on a collector or arterial street.

### Policies

Proposed Suburban Neighborhood development policies are presented on the following page.

## SUGGESTED DESIGN STANDARDS

### SUBURBAN NEIGHBORHOOD

#### **Subdistrict Purpose Statement:**

The Suburban Residential Neighborhood subdistrict consists of a residential development pattern that is primarily composed of low density single family residential uses. New residential subdivisions should be located and developed to respect the natural environment and scenic views. Churches located in this subdistrict should be reflective of a residential context.

#### **Permitted Uses:**

Single-Family Residential/Low Density Residential and Religious Facilities

#### **Prohibited Uses**

All Uses not described as a Permitted Use.

#### **Bulk Standards & Setbacks:**

Maximum Gross Density per Acre: 1 unit per 1 acres

Minimum Lot Width: 130 feet

Front Yard: 30 Feet

Side Yard: 15 Feet

Rear Yard: 30 Feet

#### **Access:**

Direct access to this section of SR 66 is limited by TDOT to existing public roads. New driveways on the public roads that intersect SR 66 should be located at least 300 feet from SR 66 in order to manage future congestion and safety at these intersections.

#### **Multimodal Standards:**

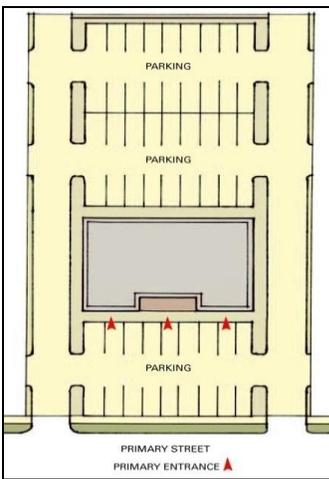
A future sidepath for walking and cycling is proposed along this section of SR 66 to be built within the right of way. New development in the SR 66 corridor expected to generate more than 250 trips per day should include facilities for pedestrians and cyclists to connect to the sidepath.

## Suburban Corridor

The intent of this Character Area is to enhance the Corridor with a mixed use area that provides services and goods to a local and regional market. New development should help continue the establishment of the character of this area by incorporating landscape and architectural features. Interconnectivity and cross-access between land uses and parcels is a key element of ensuring cohesive development along the corridor.

### Description

The Suburban Corridor Character Area is characterized by a mix of residential, commercial, hospitality, office, and medical uses, with intermixed and compatible civic uses. The general development pattern is generally defined by single- and multi-use activity on a variety of lot sizes, depending on the surrounding development pattern. Street networks and intersections are defined by site context. Buildings have short to moderate setbacks and use the building structure or landscaping to frame the street.



Future development and redevelopment should emphasize access control, connectivity, and context-sensitive development. Parking lots should not have more than 2 rows of parking along a street frontage. (The illustration at left shows a new building with 1 row of parking between the street face of the building and the street.) Additionally, new development should create a pedestrian-friendly environment by adding sidewalks and/or creating other pedestrian-friendly shared use paths/bike routes linking current and future neighborhoods and major destinations such as libraries, neighborhood centers, health facilities, commercial clusters, parks, schools, or other such uses. All new development should provide connections, where appropriate to the sidewalk network and bike route along the SR 66 Corridor.

Extensions to water, sewer and other services should be expected. New service or extensive redevelopment of existing services should be reviewed by the Planning Commission as a primary element of approval.

### Primary Future Uses

This Character Area is open to a wide range of primary future uses. Office, Medical Office, Commercial, Restaurant, Hospitality, and Civic uses are all appropriate, depending on surrounding development pattern and site context. In order to achieve the desired character of this area of the corridor, certain uses are prohibited.

### Policies

Proposed Suburban Corridor development policies are presented on the following page.

## SUGGESTED DESIGN STANDARDS

### SUBURBAN CORRIDOR

#### **Subdistrict Purpose Statement:**

The Suburban Corridor subdistrict consists of a commercial corridor that provides a market service to a local and regional customer base. Commercial, office, restaurant, and medical office are the primary uses for this corridor, but a mix of other nonresidential uses are also appropriate. In order to achieve the desired character of this subdistrict, certain uses are prohibited from this corridor. New development should help define the character of the corridor by incorporating site design elements, such as landscape, multimodal connections, and architectural features.

#### **Permitted Uses:**

Religious Uses, Day Cares, Government Uses, Educational Uses, Hotels, Recreational Uses, Restaurants, Retail Uses, Personal Services, Offices, and Medical Uses

#### **Prohibited Uses**

Auto-oriented Service and Gas Stations, Auto Dealerships, Residential Uses, Junkyards, Industrial Uses, and Any other Use not specified in the Subdistrict Permitted Uses

#### **Bulk Standards & Setbacks:**

Maximum Lot Coverage: 70%

Minimum Lot Width: 400 Feet

Maximum Height: 35 Feet

Front Yard: 30 Feet

Side Yard: 10 Feet

Rear Yard: 20 Feet

#### **Site Design and Context Standards:**

- 1) Buildings shall have a defined base, middle, and cap.
- 2) Nonresidential building facades facing or visible from SR 66 and/or an arterial roadway shall be at least 30% brick or stone. For the purposes of this site design standard, integrally stained split-face concrete is considered to meet the brick/stone requirement.
- 3) Building façades facing or visible from SR 66 and/or an arterial roadway shall incorporate façade variations a minimum of every 35 feet. Any buildings over 20,000 square feet may increase the minimum requirement for façade variations to every 50 feet.

#### **Parking Lot Standards:**

No more than two rows of parking shall front the SR 66 corridor and one row maximum of parking fronting the roadway is encouraged. Shared access driveways and cross-access between parcels and uses may be incorporated into parking lot site design.

#### **Access:**

Access to this section of SR 66 should be very limited. The anticipated density and scale of new development should incorporate frontage or backage roads and internal circulation systems that use new and/or existing public streets for access to SR 66.

#### **Multimodal Standards:**

This section of SR 66 has been constructed with sidewalks to provide the public with opportunity to access the adjacent development on foot. New development in the corridor shall incorporate sidewalks or paths that connect to the existing sidewalks on SR 66.

## Suburban Center

The intent of this Character Area is to enhance and help create a center that provides for a high level of activity; the most intensive development and mixture of uses is proposed as the northern anchor of the SR 66 Corridor.

### Description

The Suburban Center Character Area is characterized by the broadest mixture of uses along the SR 66 Corridor: residential, commercial/retail, office, hospitality, medical and public uses are all encouraged. The general development pattern reflects the highest levels of density and intensity allowable along the Corridor. The built environment consists of one- to multi-story buildings, and includes both single use and mixed use activities. This Character Area is designed to accommodate the highest levels of pedestrian, bicycle, and vehicular connectivity. Buildings range from no setback to moderate setbacks.

Future development should emphasize connectivity and uses that generate high levels of activity, but respect the context of the surrounding area. Transitional features should be included in developments and redevelopment to ensure that a residential scale is reflected when proposed development is adjacent to residential uses. New developments should include a mix of architectural styles. Buildings should include quality materials with architectural details and features.

Additionally, new development should create a pedestrian-friendly environment by adding sidewalks and/or creating other pedestrian-friendly multi-use trail/bike routes linking current and future neighborhoods and major destinations such as libraries, neighborhood centers, health facilities, commercial clusters, parks, schools, or other such uses. All new development should connect to the SR 66 sidewalk and bicycle routes, as appropriate.

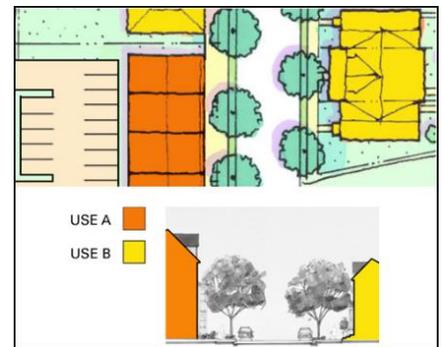
This area will have limited new utility services, with mostly infill enhancements to existing infrastructure.

### Primary Future Uses

Mixed use development is the most appropriate use. Office, Medical, Commercial, and Civic uses, along with intermixed, compatible Single Family attached and/or Multifamily residential uses, are appropriate in this Character Area.

### Policies

Proposed Suburban Center development policies are presented on the following page.



## SUGGESTED DESIGN STANDARDS AND ZONING

### SUBURBAN CENTER

#### **Subdistrict Purpose Statement:**

The Suburban Center subdistrict is designed to allow for a high level of activity and a broad array of uses. This subdistrict should function as a focal point for high intensity mixed use development, due to its location near the intersection of major arterial roadways. The Suburban Center is an area that blends and mixes uses in function and in form, while also providing multimodal transportation connections to the surrounding community. In order to achieve the desired character of this subdistrict, certain uses are prohibited from this corridor. New developments should be compatible with surrounding neighborhoods and developments.

#### **Permitted Uses:**

Medium Density Residential, High Density Residential, Religious, Day Care, Government, Educational, Hotels, Recreational, Restaurants, Retail, Personal Services, Office, and Medical uses

#### **Prohibited Uses:**

Auto-oriented Service and Gas Stations, Auto Dealerships, Residential Uses, Junkyards, Industrial Uses, and Any other Use not specified in the Subdistrict Permitted Uses

#### **Bulk Standards & Setbacks:**

Maximum Lot Coverage: 80%

Maximum Height: 40 Feet

Front Yard: 20 Feet

Side Yard: 10 Feet

Rear Yard: 20 Feet

Master Planned Development may utilize perimeter setbacks of 15 feet.

#### **Site Design and Context Standards:**

- 1) Buildings shall have a defined base, middle, and cap.
- 2) Nonresidential buildings facades facing or visible from SR 66 and/or an arterial roadway shall be at least 40% brick or stone. For the purposes of this site design standard, integrally stained split-face concrete is considered to meet the brick/stone requirement.
- 3) Building façades facing or visible from SR 66 and/or an arterial roadway shall incorporate façade variations a minimum of every 35 feet. Any buildings over 20,000 square feet may increase the minimum requirement for façade variations to every 50 feet.

#### **Parking Lot Standards:**

Parking lots shall be subordinate to buildings and large fields of parking shall be mitigated by landscaping. No more than two rows of parking shall front the corridor and one row maximum of parking fronting the roadway is encouraged. Shared access driveways and cross-access between parcels and uses may be incorporated into parking lot site design.

#### **Access:**

No new direct access to SR 66 shall be permitted in this section of the corridor unless part of a planned redevelopment. New development in the corridor should utilize existing access.

#### **Multimodal Standards:**

This section of SR 66 has been constructed with sidewalks to provide the public with opportunity to access the adjacent development on foot. Commercial, shopping, and/or mixed-use developments shall provide interior pedestrian connections to the sidewalk along SR 66.

## Other Corridor Recommendations

In addition to the draft development policies presented here, there are a number of future transportation-related improvements that will help support the development, mobility and safety goals established for the SR 66 Corridor.

### *Bicycle/Pedestrian Facilities*

As noted, LAMTPO's plans propose a bicycle facility along SR 66 which is not currently part of the constructed route. The rural section of SR 66, generally between SR 160 and SR 341 (S. White Pine Road) has a lower density development pattern which would not be expected to generate as many bicycle and pedestrian trips. It also has a design speed of 60 mph. Constructing an off-road sidepath along both sides of SR 66 for cyclists and pedestrians, 6 to 10 feet wide, would be in keeping with the rural character of the area and improve safety for non-motorized travel.



*Example sidepath along Veterans Blvd (SR 449), Sevierville*



*Illustration of bike lane striping along Merchants Greene Boulevard*

Crossings are not recommended at the intersections along this rural section of SR 66, since the offset designs are designed to preclude signalized intersections where appropriate pedestrian signals and pushbuttons, crosswalks and ramps could be provided. If development occurs at these locations that requires pedestrian crossings, an engineering study should be conducted to identify proper signing and marking plans.

Along the urban sections of the corridor in Morristown and White Pine, where speed limits are lower and land uses are located closer together, there are existing 11- to 12-foot paved shoulders on both sides of the road which could be restriped to accommodate 6-foot buffered bike lanes. The buffer would provide some separation from vehicular traffic, helping to make cyclists more comfortable riding along these sections of SR 66.

Both the sidepath and the buffered bike lanes should be further reviewed to confirm feasibility as LAMTPO begins the update of its Regional Bicycle/Pedestrian Plan during the next year.

Additional pedestrian improvements could also be considered in the area around Westview Middle School, if officials deem it is warranted. Currently all Hamblen County students are eligible to ride the bus to the school, even those who live within walking distance. If this policy changes, or if residential development to the south of the school increases significantly, pedestrian traffic could justify additional improvements. The access road built to connect the school to SR 66 includes sidewalk along the north side between the highway and the edge of the school's parking lot. In future, it may be desirable to add sidewalks to the south side of the SR 66 access road, along Eller Road, and provide additional crosswalk markings and ADA ramps in the area, as shown in Figure 11 on the following page.

#### *Turn Lane at SR 66 / Alpha Valley Home Road*

As mentioned in the Future Travel Conditions section, traffic volumes are expected to increase significantly by the year 2040 on Alpha Valley Home Road between new SR 66 and SR 160.

LAMTPO should review this location as part of its 5-year updates to the region's Long Range Transportation Plan, and consider programming funds to add a turn lane on Alpha Valley Home Road to help address delays at SR 66.

Figure 11: Potential Future Pedestrian Improvements Near Westview Middle School



### *Future Road Network in the Suburban Center*

The section of SR 66 between US 11E and Veterans Parkway in Morristown is recommended to develop according to the policies of the “Suburban Center” character area. This section is expected to have the most intensive and most diverse mixture of land uses, generating more local traffic than other parts of the corridor.

To help support orderly development, and maintain safety and traffic flow in this section, the City of Morristown should consider working with developers to establish a network of internal roads that allow traffic to circulate among developments without the need to enter and exit multiple times on SR 66.

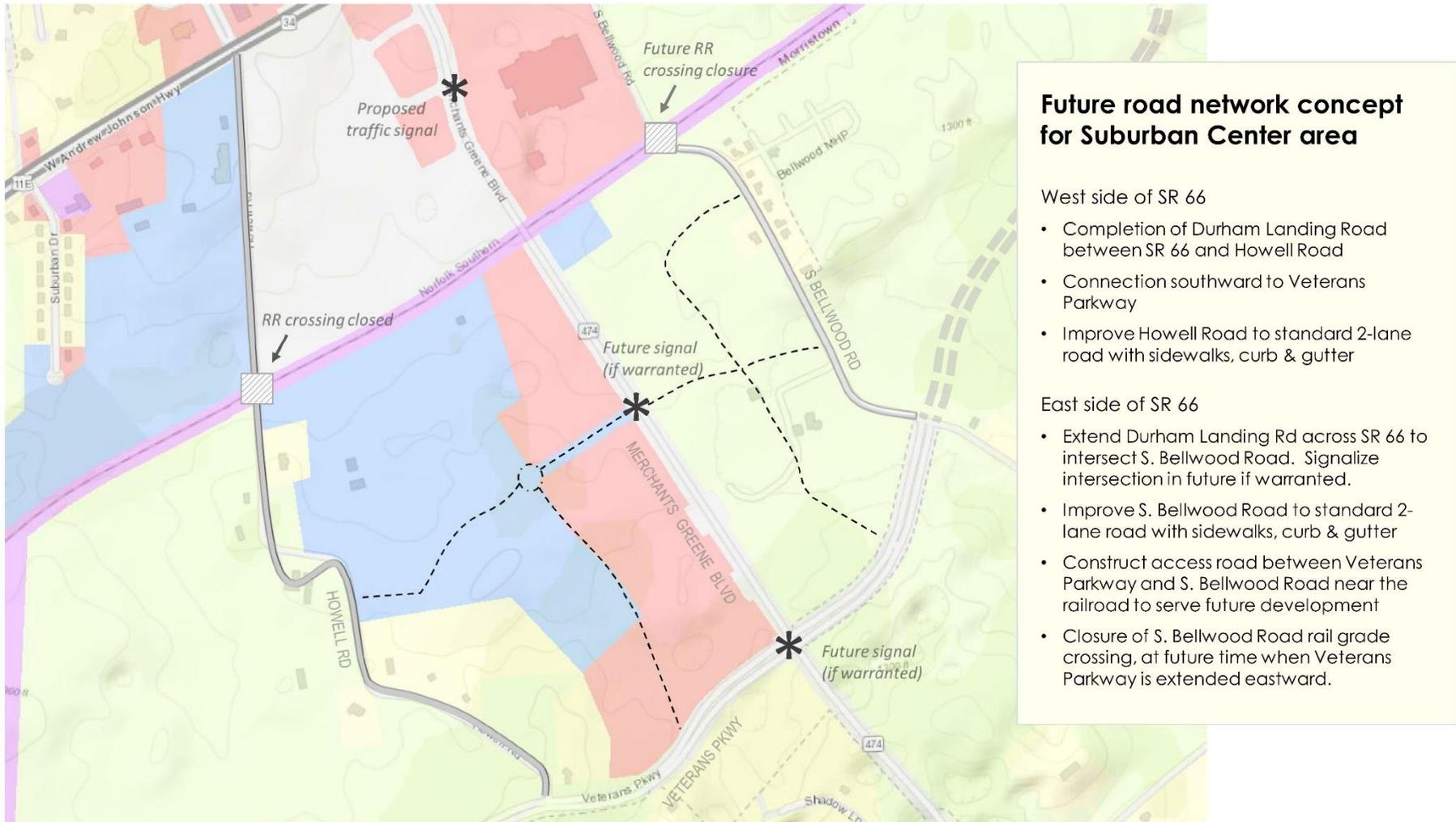
A conceptual network for this area is shown in Figure 12, and could serve as a starting point for the city to discuss with property owners when they begin to consider future development of the land in this area. It does not imply any specific alignment choices, but suggests a general direction for creating more transportation connectivity in the area.

The concept presented here incorporates Durham Landing Road, which the city had begun to construct when this study was underway. It proposes the extension of Durham Landing Road west to Howell Road, and potentially east across SR 66 to S. Bellwood Road if development is proposed on the east side of SR 66. Upgrades would also be made to Howell Road and S. Bellwood Road to allow traffic related to development along SR 66 to enter and exit using Howell, Bellwood and Veterans Parkway. Howell and Bellwood roads, both narrow two-lane roads with minimal shoulders, would be improved to standard two-lane streets with sidewalks, curb and gutter.

New development on both sides of SR 66 would also be designed to incorporate additional north-south connections between the newly extended Durham Landing Road and Veterans Parkway. These internal roads would provide a “spine” along which new commercial, office and higher-density housing could develop adjacent to SR 66.

The grade crossing at Howell Road and the Norfolk Southern railroad has already been closed, as indicated in Figure 12. Closing of the S. Bellwood Road rail crossing is also recommended at a future time, once the proposed extension of Veterans Parkway eastward provides more alternative routes of travel for local residents and businesses on S. Bellwood Road.

Figure 12: SR 66 Suburban Center – Future Network



## Estimated Project Costs

Planning-level costs are provided below for the transportation-related improvements discussed in this section. These were calculated in current (2018) dollars and should be updated as necessary if LAMTPO chooses to incorporate these projects in its Long Range Transportation Plan, Transportation Improvement Plan, or similar documents. (Note that roads will not be eligible for federal funds through LAMTPO unless they meet functional classification requirements.)

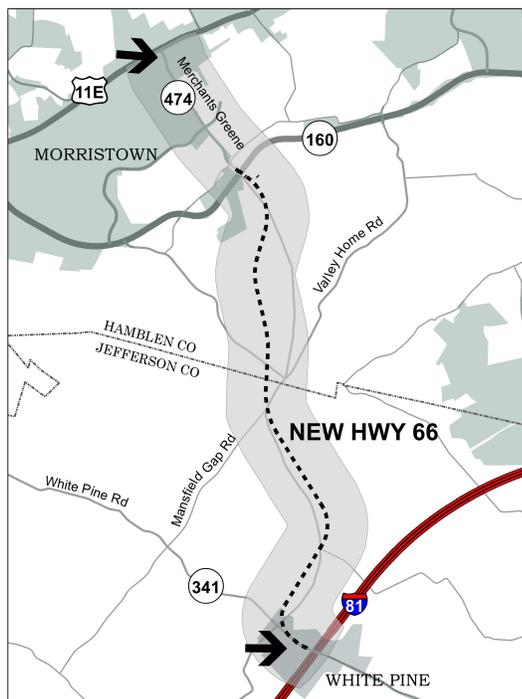
Project	Planning-Level Cost Est.
Sidepath along rural SR 66	\$6,200,000
Turn lane at Alpha Valley Home Road / SR 66	\$250,000
Pedestrian improvements, Westview Middle School area	\$110,000
Reconstruct Howell Road from US 11E to Veterans Parkway	\$3,400,000
Reconstruct S. Bellwood Road from US 11E to Veterans Parkway	\$1,700,000
Extend Durham Landing Road from SR 66 to S. Bellwood Road	\$1,200,000
Construct 2-lane road from Veterans Pkwy to S. Bellwood Rd near RR	\$2,500,000
Construct 2-lane road from Veterans Pkwy to traffic circle at Durham Landing Rd.	\$1,300,000

# APPENDIX A: PUBLIC SURVEY AND RESULTS

Once the new State Highway 66 is open to traffic, there will be a 4-lane road all the way from U.S. Highway 11E to Interstate 81. Merchants Greene Boulevard - currently State Highway 474 - will also be redesignated as part of State Highway 66.

The cities of Morristown and White Pine, Hamblen County, and Jefferson County are working with TDOT to create a Corridor Plan that will guide future development along the 4-lane route. Your input on this survey is vital to shaping the plan.

### The Future State Highway 66 Corridor



1. How often will you be using the new State Highway 66?

- Nearly every day
- One or two times a week
- A few times a month
- Not often

2. How will you be using the new State Highway 66? Select all that apply.

- To get to work or school
- To get to shopping
- To access businesses, homes, etc. directly located on Highway 66
- Other reasons (please describe)

3. How would you rank these issues in terms of priority for the new Highway 66? Number them according to their importance, with 1 being most important.

⋮	<input type="text"/>	Safety of the traveling public
⋮	<input type="text"/>	Mobility (ability to get somewhere without traffic delay)
⋮	<input type="text"/>	Having more homes, businesses, and other development along the new Highway 66
⋮	<input type="text"/>	Making the new Highway 66 route look attractive

4. Do you think the new State Highway 66 should develop like other highways in the area, or should it look different?

- Yes, same as other highways.
- No, I want it to be somewhat different.
- Not sure, I would be interested in hearing more.

5. What type of growth would you like to see along the new Highway 66?

- Limited growth, mostly single-family residential
- Single and multi-family residential
- Commercial and offices
- Mixture of residential, commercial, and offices
- Industrial
- Other? Please describe:

6. What ideas would you support to help maintain safety and traffic flow along the new Highway 66? Select all that apply.

- Limit the number of new driveways that open directly on Highway 66.
- Encourage businesses that are located next to each other to share a common entrance/exit.
- Build frontage roads, like the road that runs next to the Wal-mart Supercenter on US Highway 25E.
- Other ideas to help with safety and traffic flow (please describe):

7. How important is it to you to have sidewalks or paths built as development occurs along the new Highway 66?

- Very important
- Somewhat important
- Not very important

8. Do you live, work, or own property along new Highway 66, or within a half-mile of the route?

- Yes
- No

9. Select all that apply.

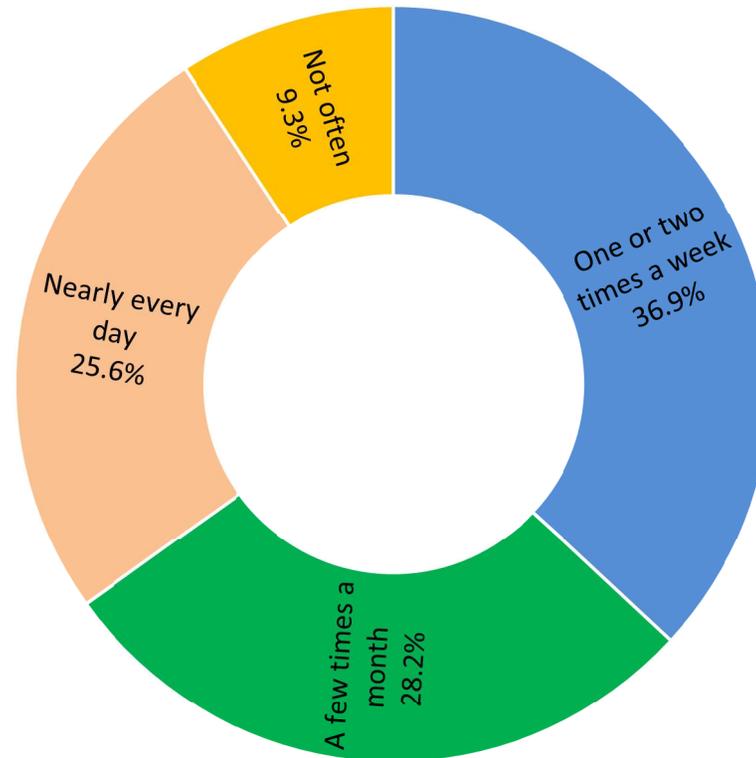
- I live in the corridor.
- I work in the corridor.
- I own property in the corridor.

10. Any other comments or suggestions for the Highway 66 Corridor Plan?

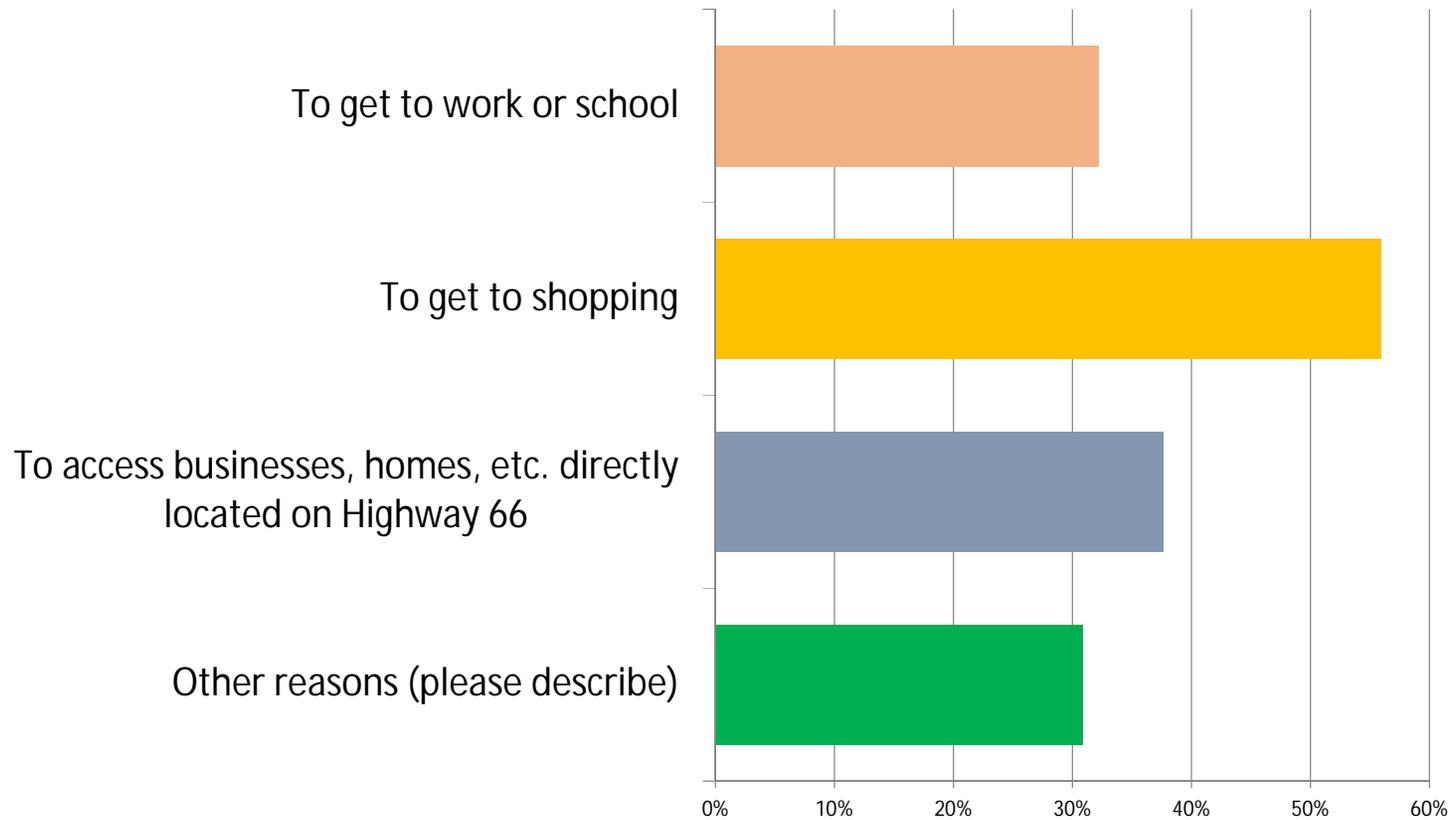
11. Here's the last question. This helps us understand what people from different areas are interested in.

What city/county do you live in?	What city/county do you work in?
<input type="text"/>	<input type="text"/>

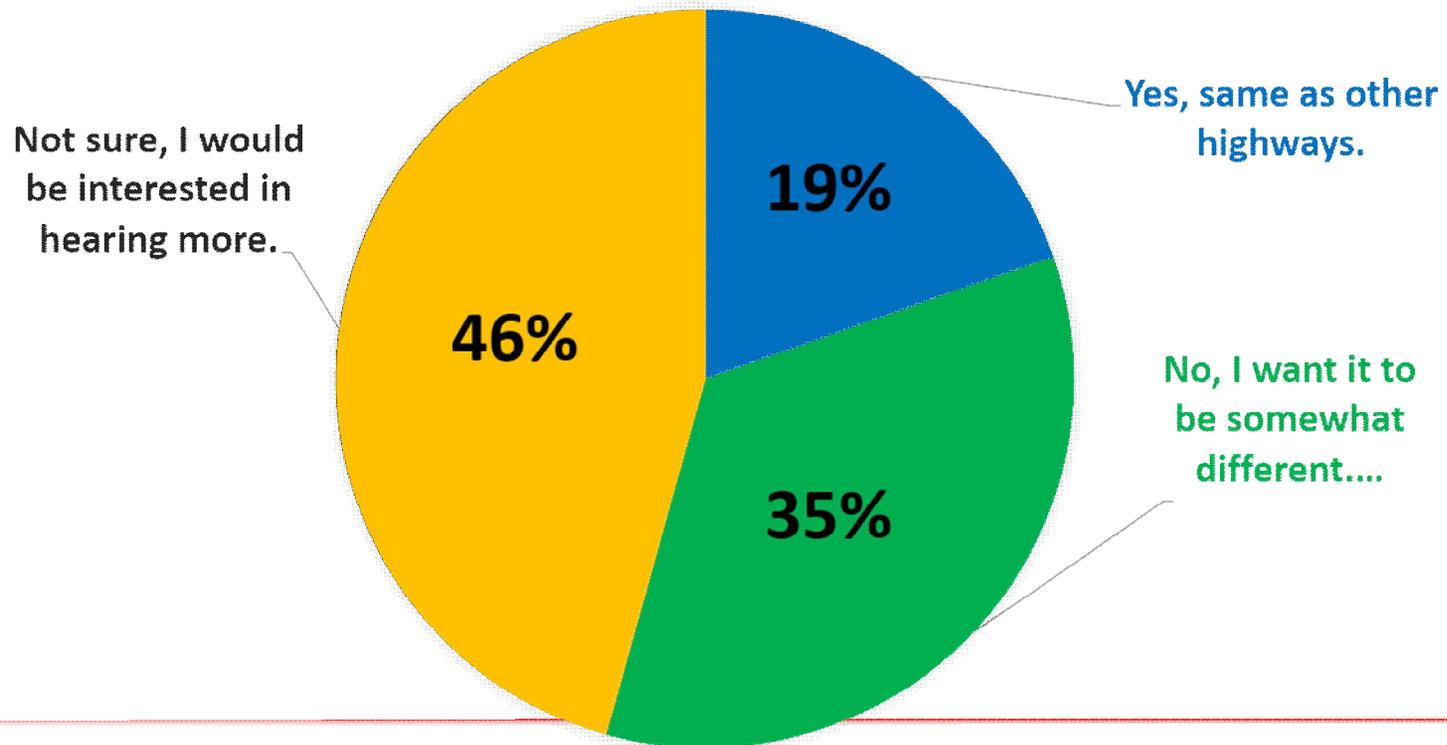
## How often will you use the new State Highway 66?



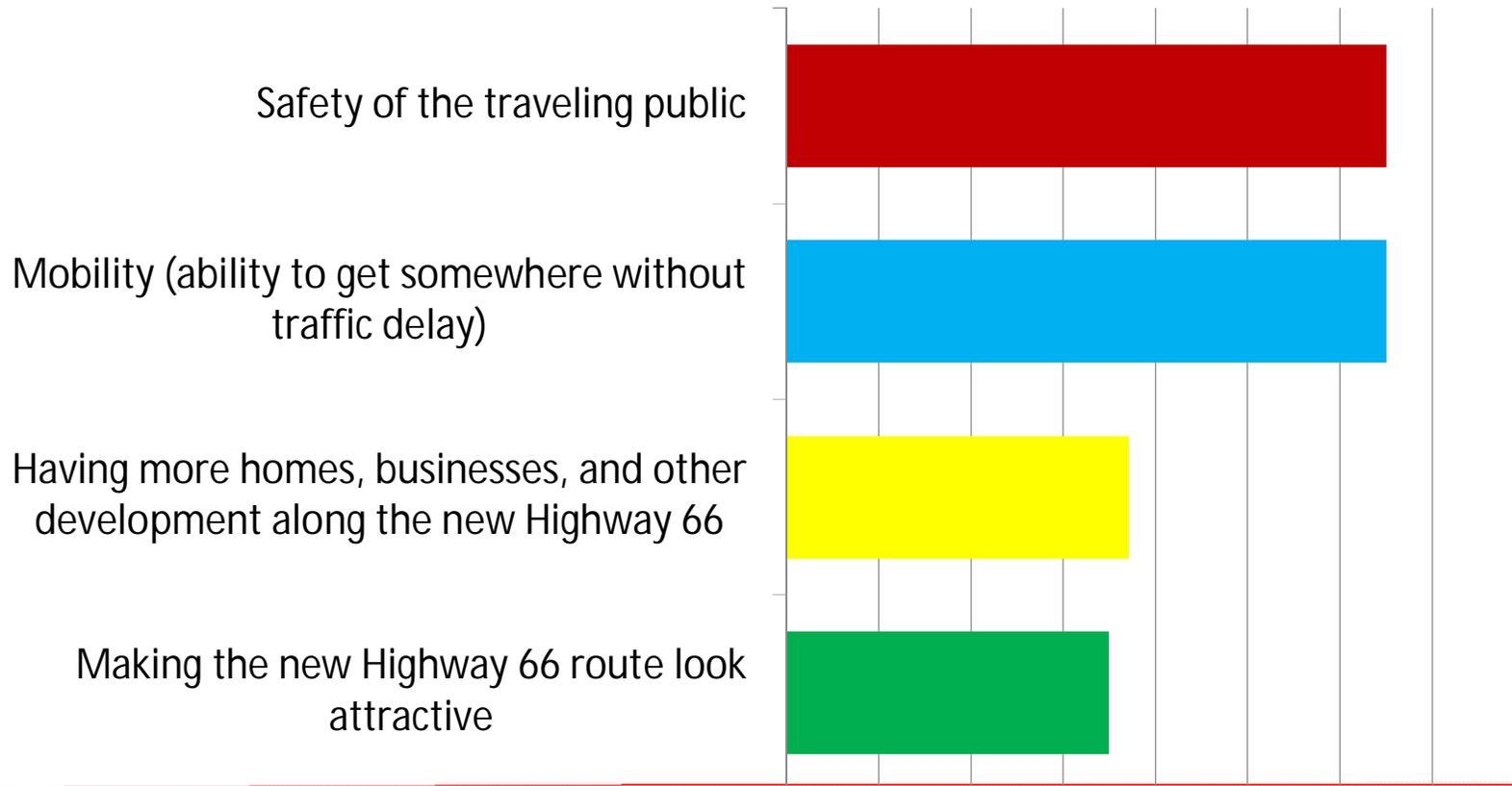
# How will you be using the new State Highway 66?



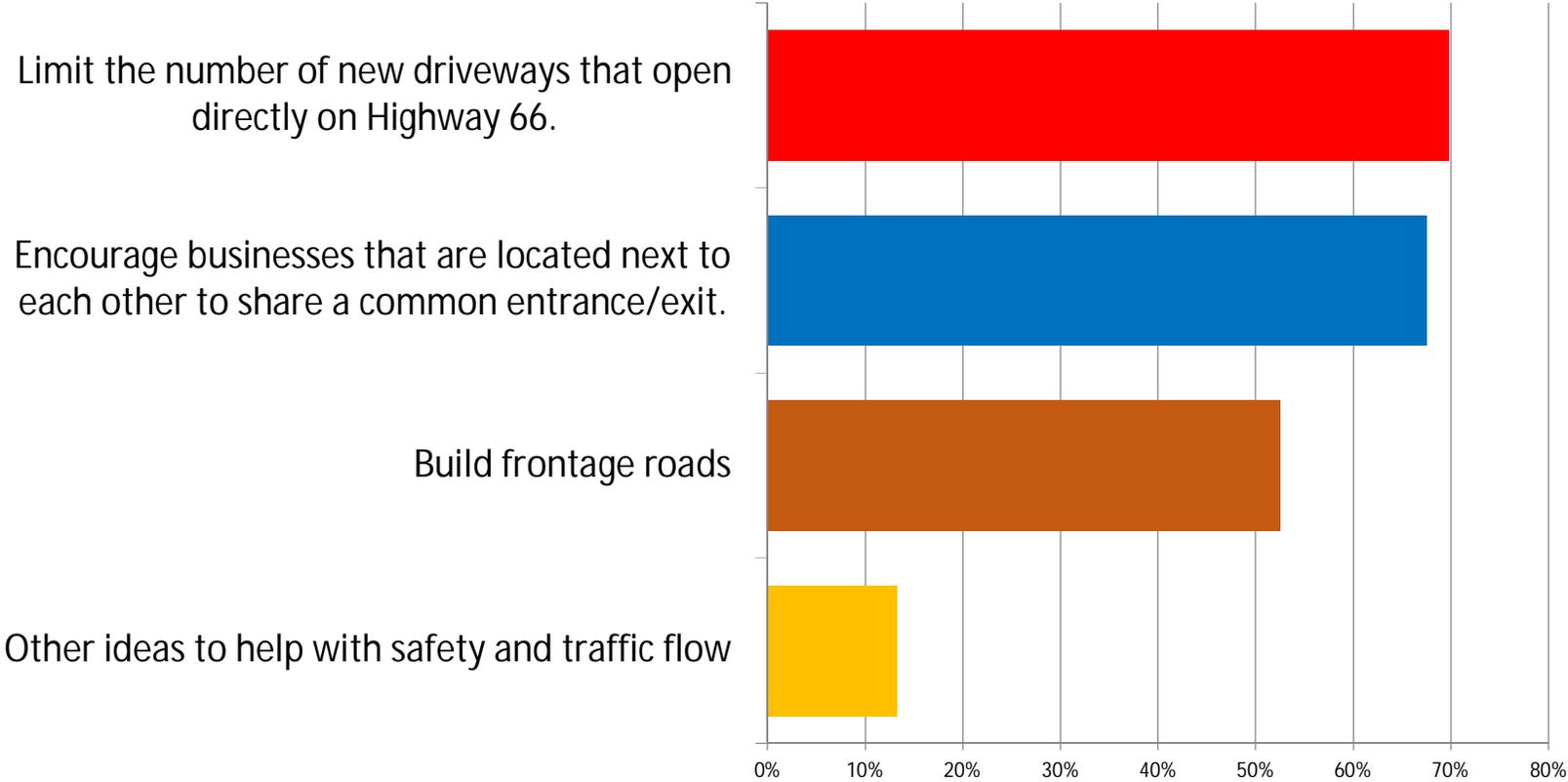
## Do you think the new State Route 66 should develop like other highways in the area, or should it look different?



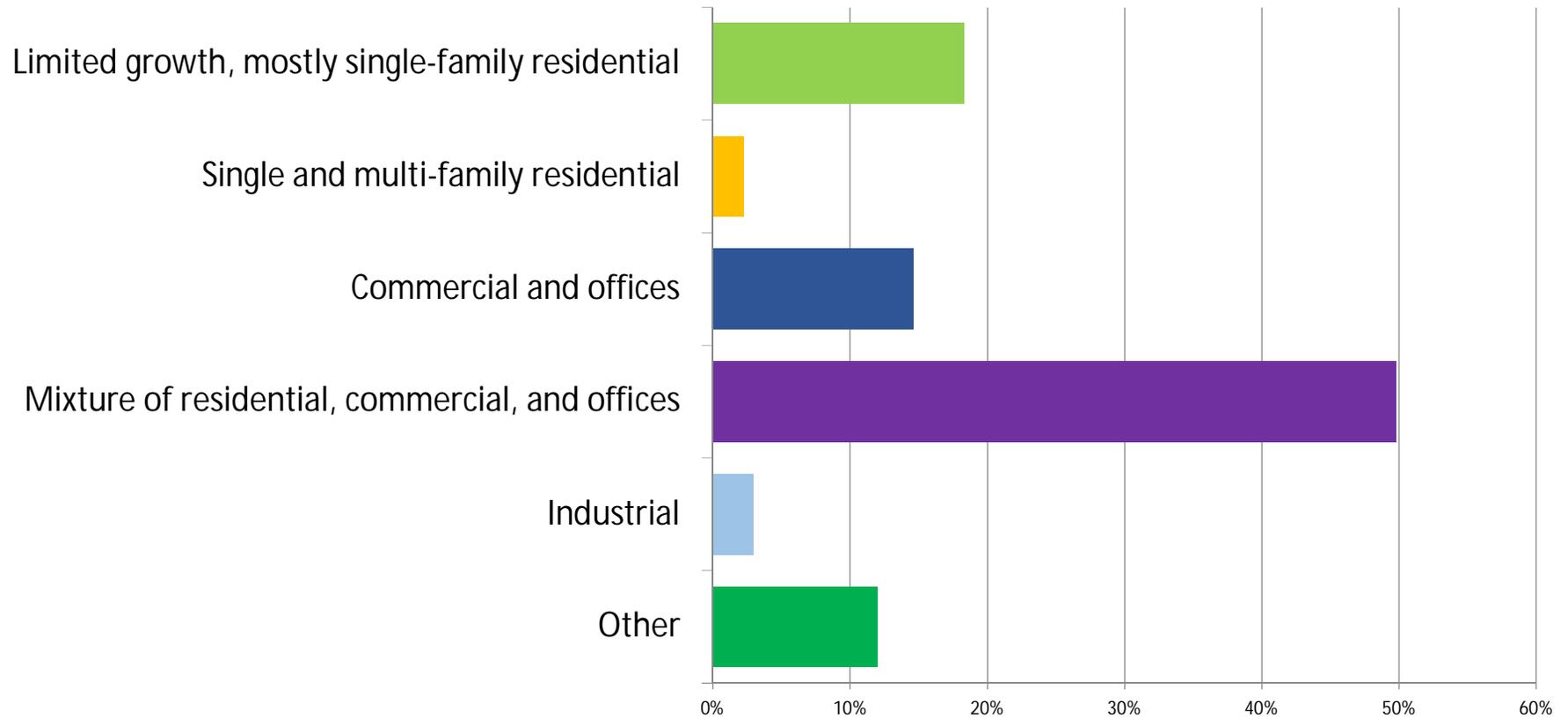
## How would you rank these issues in terms of priority for the new State Route 66?



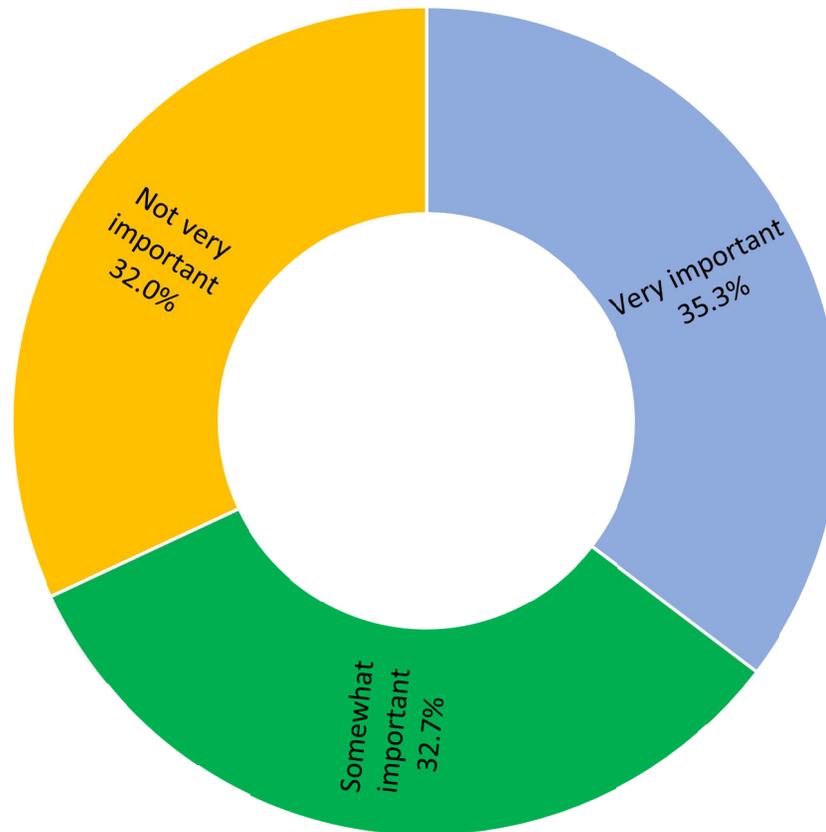
# What ideas would you support to help maintain safety and traffic flow along SR 66?



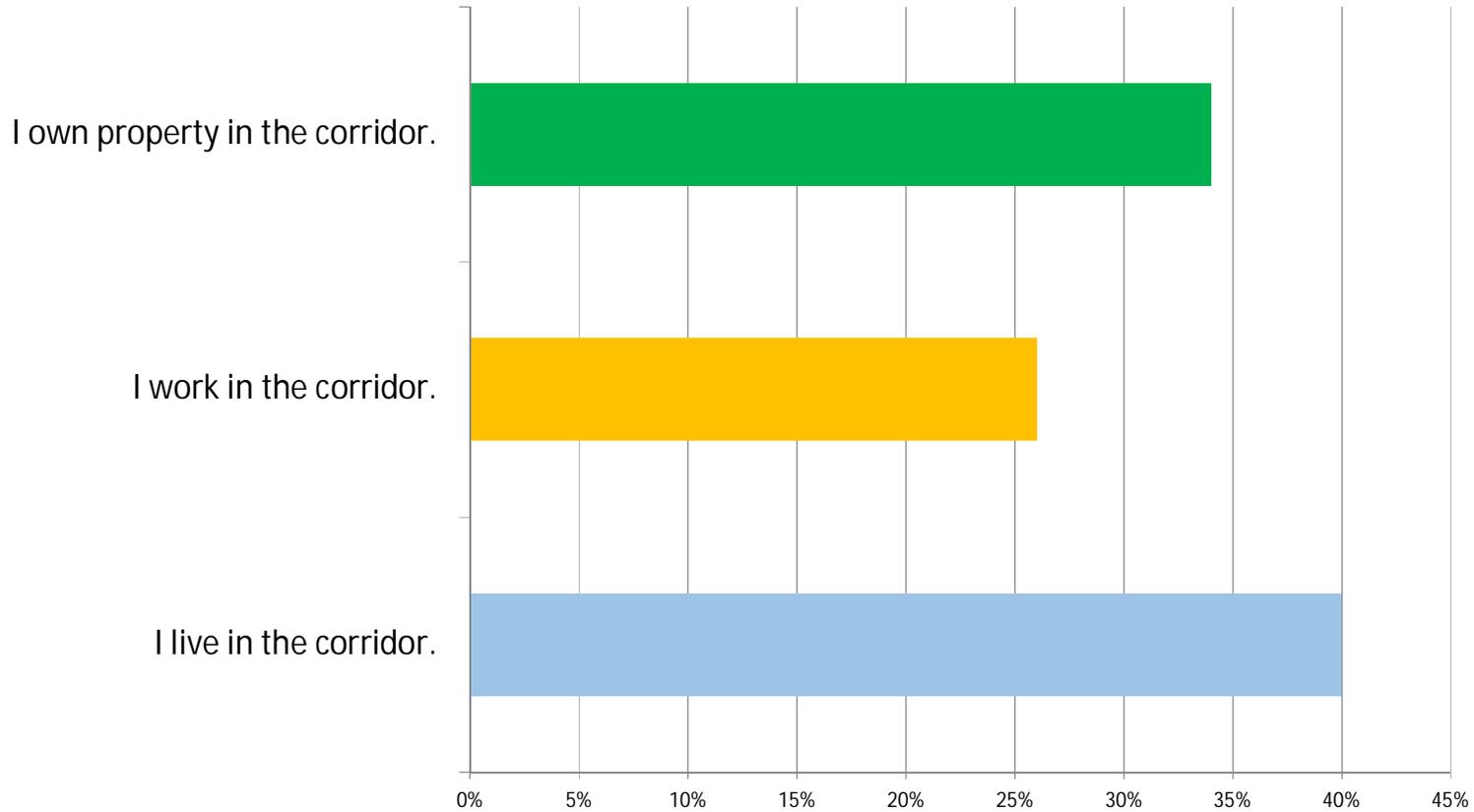
# What type of growth would you like to see along the new State Route 66?



## How important is it to you to have sidewalks or paths built as development occurs along the new Highway 66?



## What is your relationship to the corridor?



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Lakeway Area Metropolitan Transportation Planning Organization

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