

A detailed, light blue line-art map of Maury County, Tennessee, showing a dense network of streets and property boundaries. The map is overlaid on a darker blue background. A large, semi-transparent white shape is positioned behind the main title text.

Maury County, TN

COMPREHENSIVE LAND USE PLAN UPDATE

Agenda

01. Introductions

02. Project Background

03. Approach

04. Branding & Marketing Concepts

05. Discussion Topics



01. Introductions

Who We Are

We are professional planners who specialize in *helping create better communities* through thoughtful planning and consulting services. We provide hands-on and engaging experiences throughout our planning processes with a focus on the community voice and in-depth analysis of an area's character and makeup.

OUR PROCESS



Respecting individual community character & values



Practical actions



Sound intelligent information

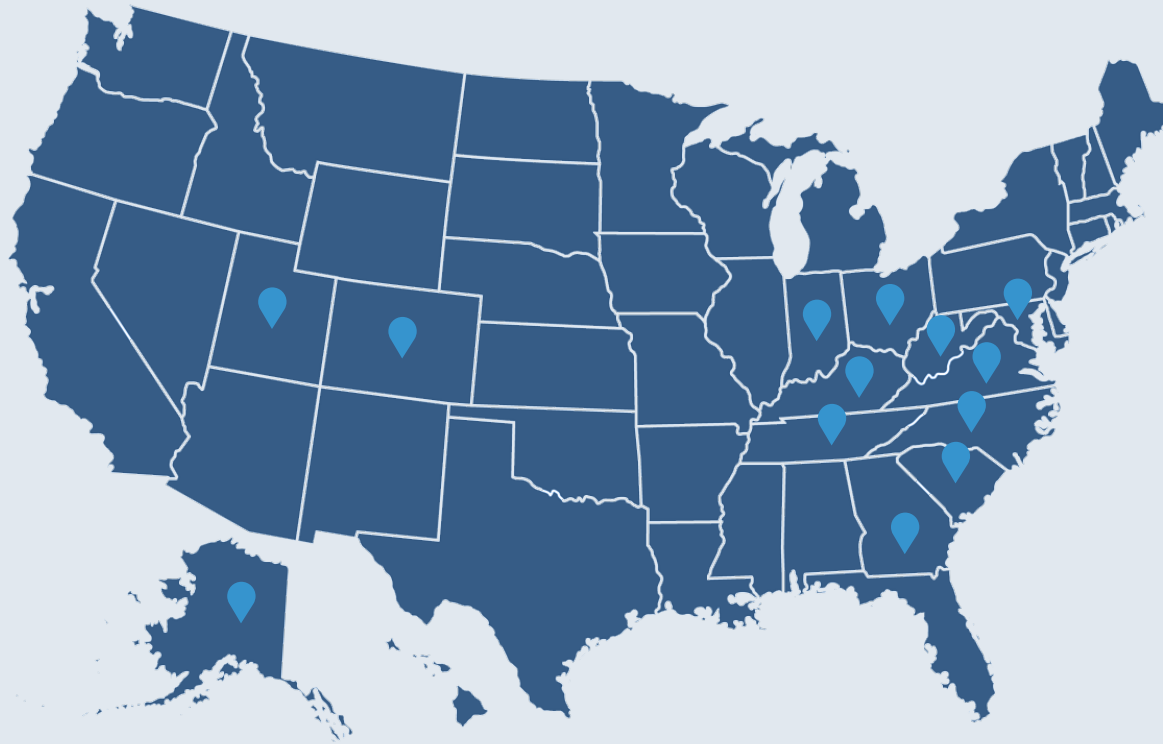


A forward thinking approach

A National Perspective

Our team has extensive experience visioning and creating comprehensive plans and zoning regulations for cities and counties across the nation - varying in *scale, size, budgets, and needs*.

- Tennessee
- Ohio
- Indiana
- Kentucky
- Colorado
- West Virginia
- Virginia
- South Carolina
- North Carolina
- Nevada
- Maryland
- Georgia
- Alaska

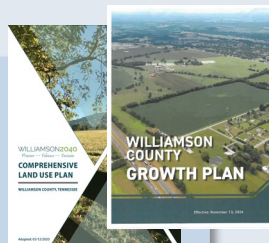


- Comprehensive Plans
- Strategic Plans
- Growth Management Plans
- Downtown and Area Plans
- Implementation Action Plans
- Zoning Codes
- Design and Form Based Regulations
- Historic Preservation Strategies
- Planning Staff Services

NOTABLE PROJECTS

Williamson County, TN

- Growth Plan (2024)
- Comprehensive Land Use Plan (2020)



The Team



**Liz
Fields,**
AICP

Project Manager

- Management
- Engagement



**Andy
Juengling,**
AICP | LEED GA

Senior Planner

- GIS Mapping
- Project Support
- Engagement



**Keeghan
Stitt-White,**
AICP

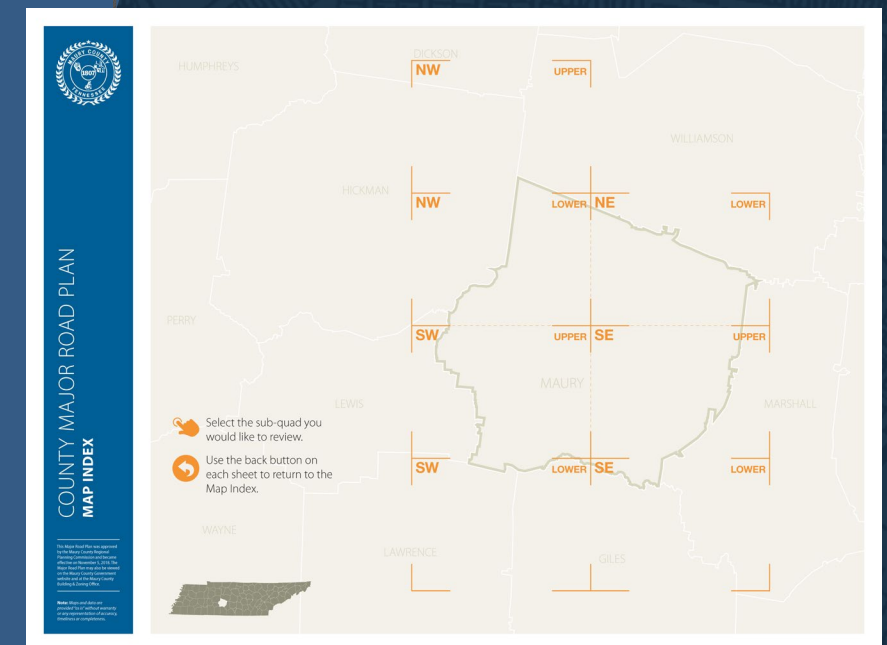
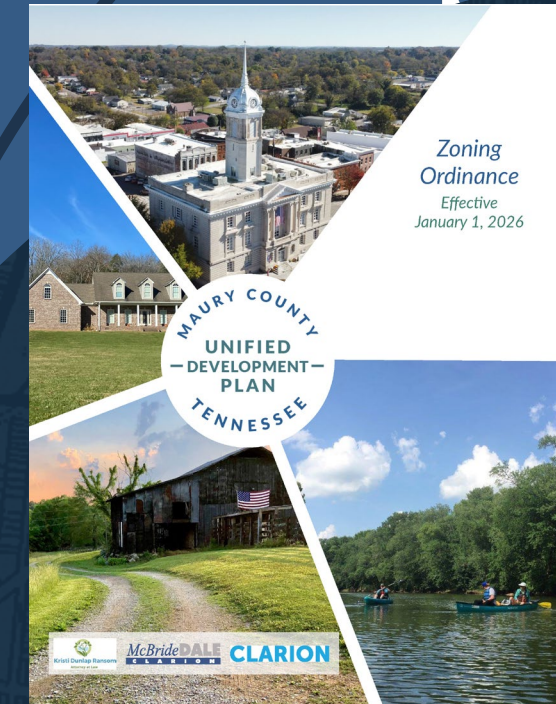
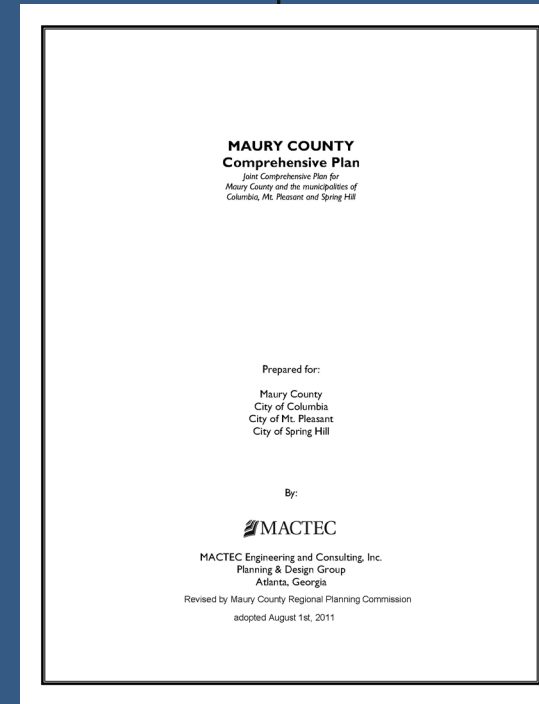
Planner

- Regulatory Research
- Drafting
- Engagement

02. Project Background

Existing Maury County Plans & Ordinances

- **Comprehensive Plan (2011)**
- **County Major Road Plan (2018)**
- **Zoning Ordinance (2026)**



What is a Comprehensive Land Use Plan?

VISION

Long range plan used as a roadmap to guide growth and development in a community

STRATEGY

Identifies goals, strategies, and action steps on how the community hopes to achieve an identified vision for itself over the next 10sh years

LAND USE

Guides land use and zoning decisions using an agreed upon future land use framework

ZONING

Informs zoning regulation policies and amendments to align decision making with this vision

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Roles and Responsibilities

CONSULTANT TEAM

- Manages overall planning process
- Conducts technical analysis
- Facilitates meetings
- Prepares all Plan Materials

PLANNING COMMISSION

- Serves as the adopting body for the Plan
- Provides overall policy direction and confirms the purpose and intent of the planning effort

COUNTY COMMISSION

- Serves as an advisory body for the development of the Plan
- Provides policy guidance throughout the planning process
- Reviews and endorses the Plan

ADVISORY COMMITTEE

- Functions as a stakeholder advisory group
- Represents a broad range of community interests and perspectives
- Provides input and feedback on vision, land use concepts, and policy direction
- Does not make policy decisions, but informs recommendations

COUNTY STAFF

- Coordinates communication among boards, committees, and the consultant team
- Provides data, local knowledge, and technical support
- Assists with public engagement activities
- Ensures compliance with applicable County and state requirements

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03. Approach

Comprehensive Land Use Plan: Phased Approach

1

INITIATE

- / Project Kick-off Meeting
- / Preparation of Project Management Plan
- / Development of project branding and launch of project website
- / Formation of the Advisory Committee and first meeting
- / Stakeholder interviews as needed
- / Public Open House
- / Online survey or other engagement activity
- / Baseline research and analysis
- / Review of existing plans and studies

2

PLAN

- / Development of a draft vision statement, goals, and strategies
- / Advisory Committee review of vision and goals
- / Development and evaluation of future land use and growth framework scenarios
- / Advisory Committee review of the future land use framework
- / Fiscal impact analysis of growth scenarios (TischlerBise)
- / Advisory Committee review of fiscal impact findings
- / Public engagement activities

3

EXECUTE

- / Development of the Plan template and graphic design
- / Drafting Comprehensive Land Use Plan
- / Incremental review with County staff and Advisory Committee
- / Joint workshop with the Planning Commission and County Commission
- / Public open house and online review of draft Plan
- / Support public hearings and adoption process
- / Final revisions and delivery of all Plan files

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PHASE DELIVERABLES

- / Project Management Plan
- / Existing Conditions Technical Memorandum
- / Phase 1 Engagement Summary

Comprehensive Land Use Plan: Phased Approach

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PHASE DELIVERABLES

- / Vision Statement, Goals, and Strategies
- / Future Land Use Growth Framework
- / Fiscal Impact Analysis Report
- / Phase 2 Engagement Summary

Comprehensive Land Use Plan: Phased Approach

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PHASE DELIVERABLES

- / First Draft of the Comprehensive Land Use Plan
- / Adoption Draft of the Comprehensive Land Use Plan
- / Executed Final Plan
- / All applicable native files, images, and documents

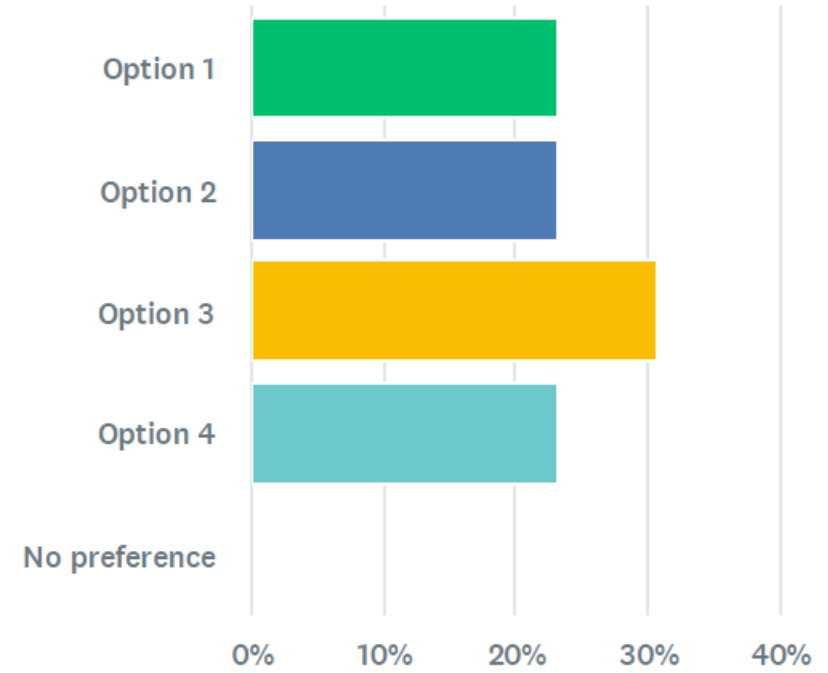
Proposed Schedule

	2025	2026							
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
PHASE 1: INITIATE		●	●	●					
PHASE 2: PLAN				●	●	●	●	●	
PHASE 3: EXECUTE							●	●	●

- Advisory Committee Meeting
- Public Survey
- Public Workshop / Engagement
- Follow-Up Discussions
- Adoption Proceedings

04. Branding and Marketing Concepts

Color Palettes



Color Palettes

#1



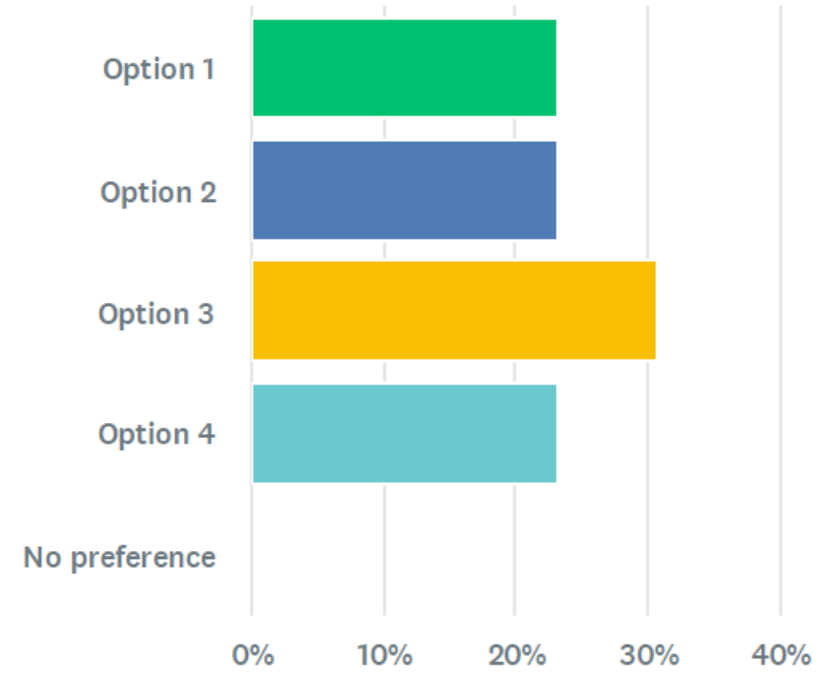
#2



#3



#4

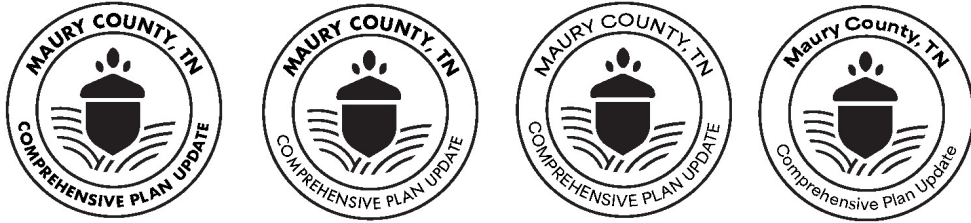


Logo Options

OPTION 1



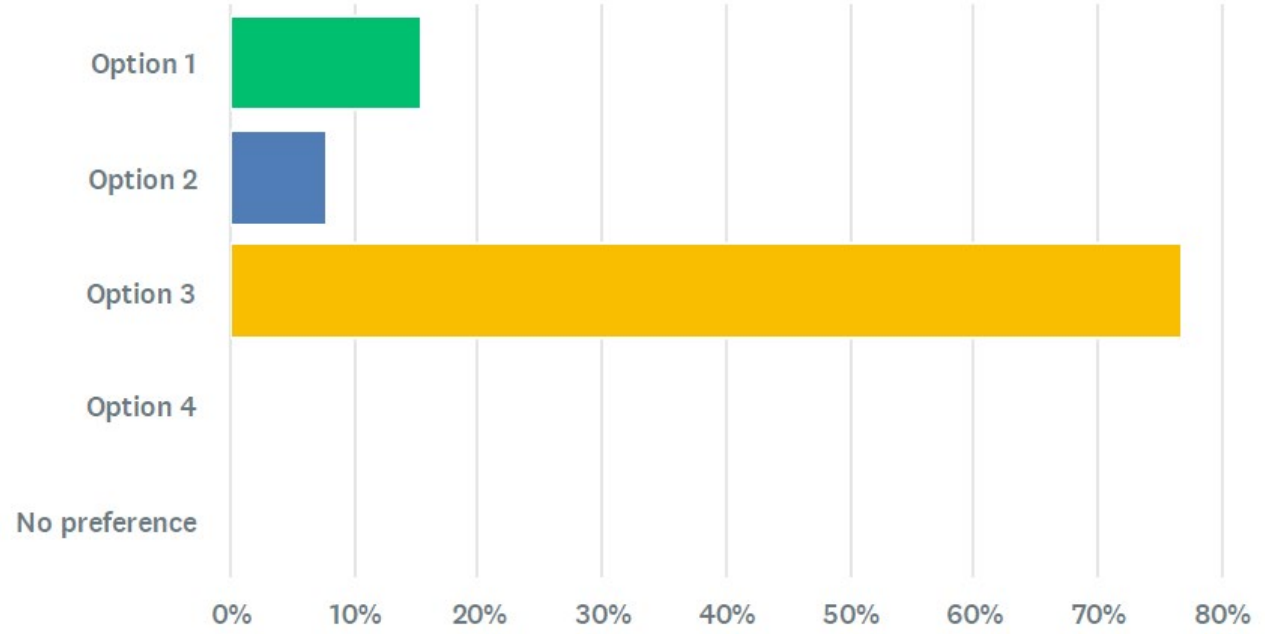
OPTION 2



OPTION 3



OPTION 4

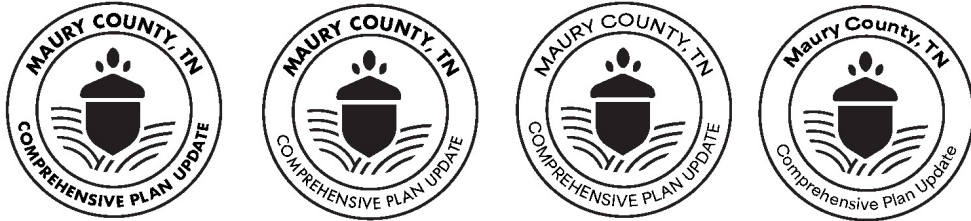


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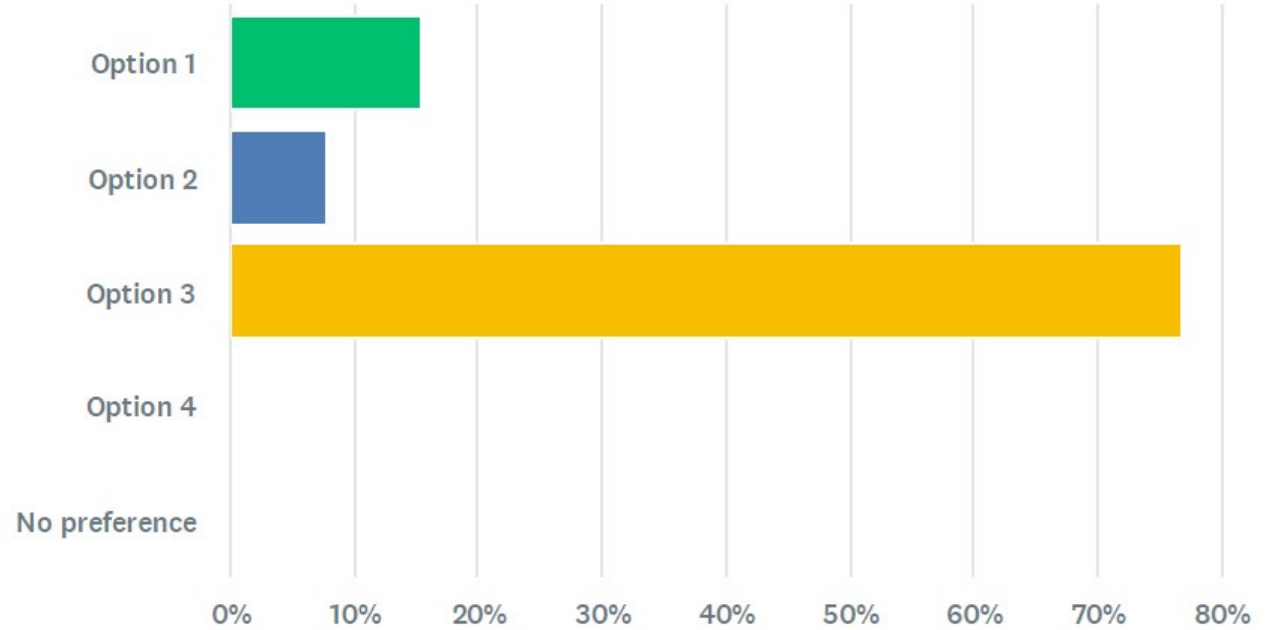
OPTION 2



OPTION 3



OPTION 4



Typography

Aa

**AREA
AREA EXTENDED**

AREA EXTENDED EXTRABLACK
Area Extended ExtraBold
Area Normal Medium

MAURY COUNTY
A County in Tennessee

Maury County, Tennessee is a place where rich history, rolling farmland, and growing communities come together. Known for its rural landscapes and small-town character, the county balances deep agricultural roots with steady economic and residential growth.

Aa

FUTURA

FUTURA BOLD
Futura Medium
Futura Book

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PROXIMA NOVA

PROXIMA NOVA EXTRABOLD
Proxima Nova Semibold
Proxima Nova Regular

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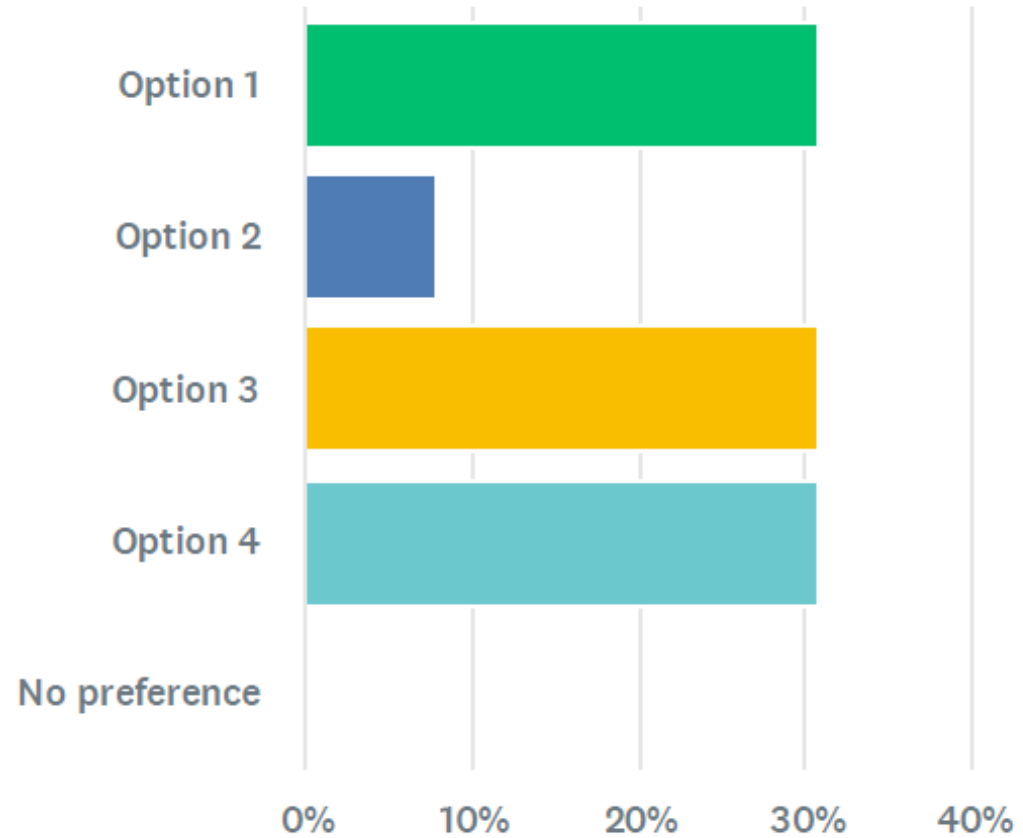
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CENTURY GOTHIC

CENTURY GOTHIC BOLD
Century Gothic Regular

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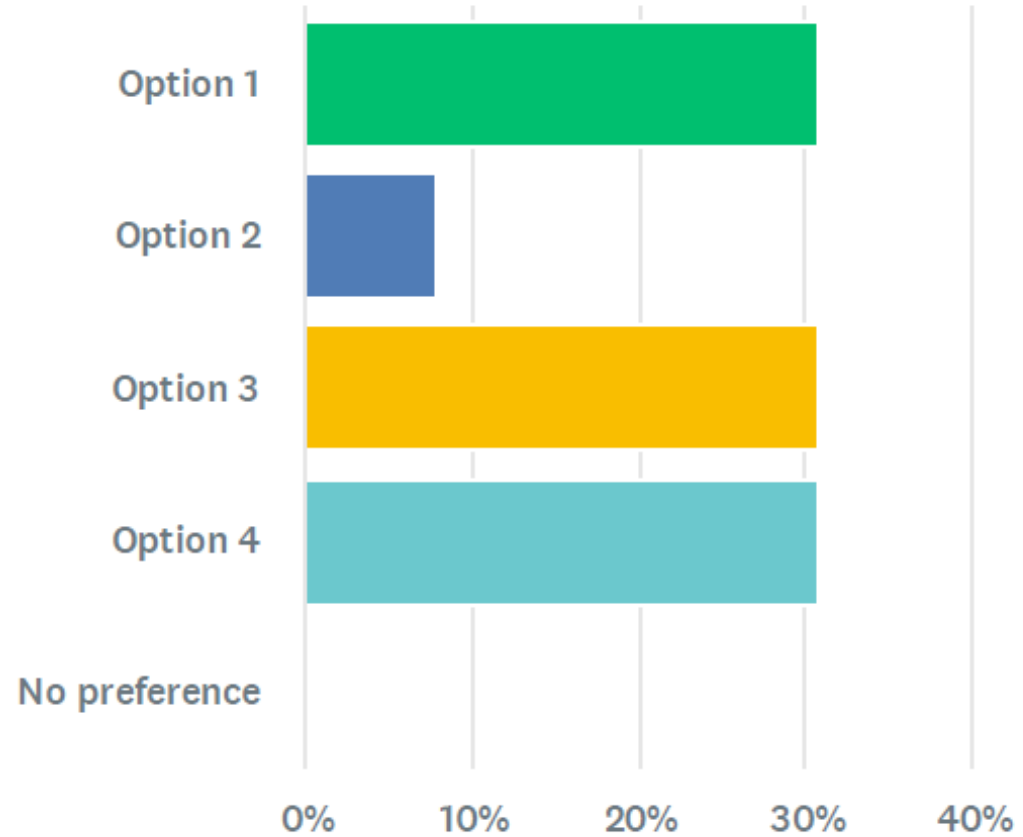
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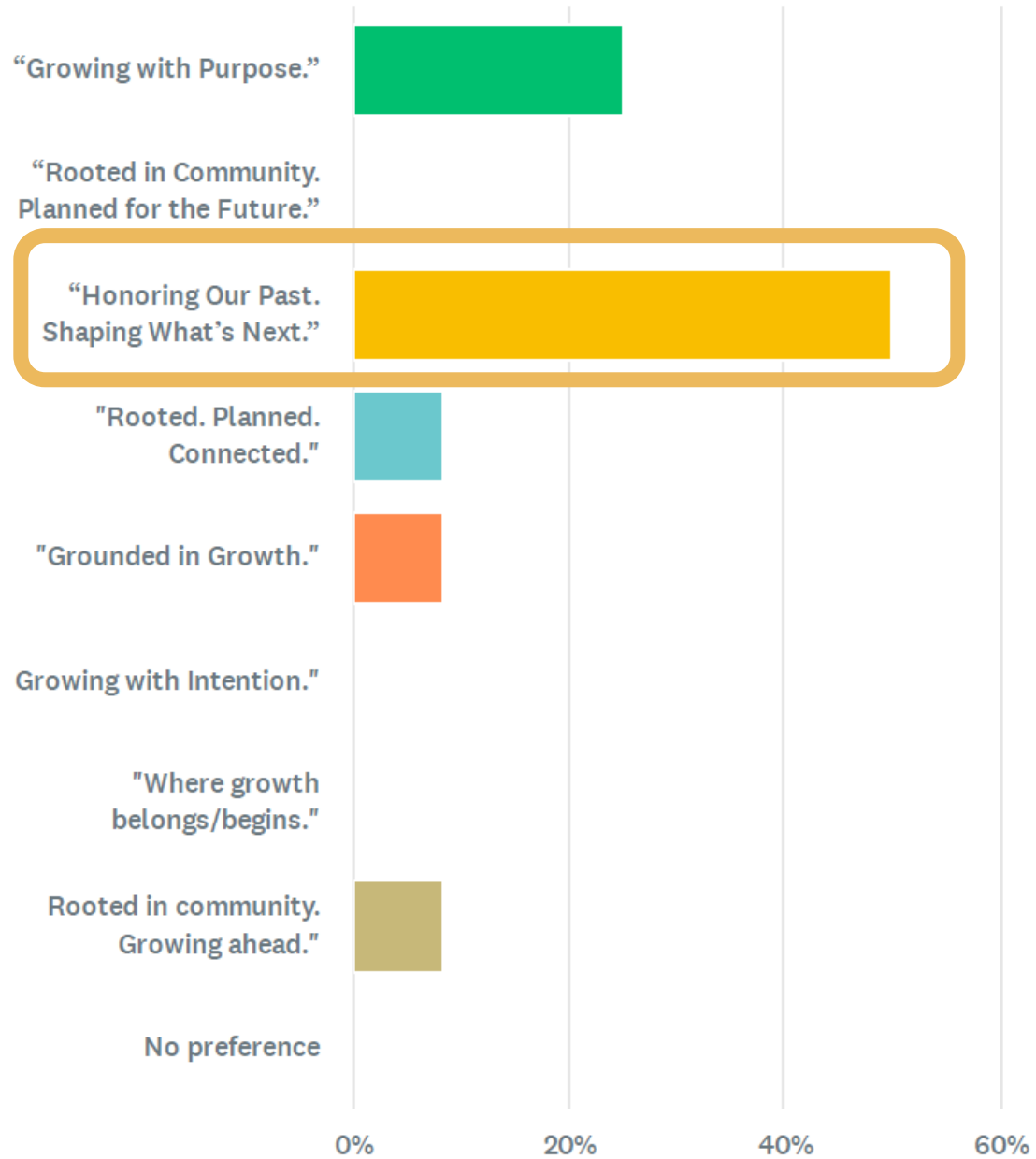
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Tagline



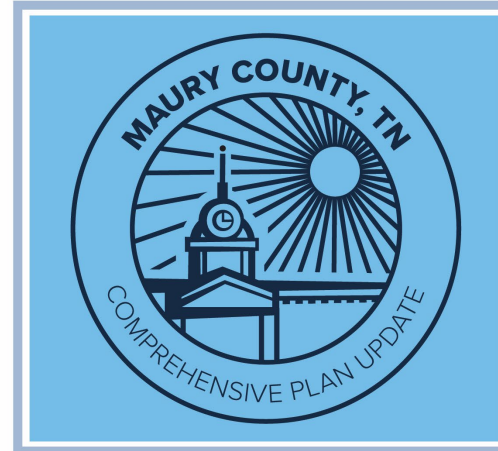
Summary

MAURY COUNTY

Comprehensive Land Use Plan

Honoring our past, shaping what's next.

This is an example of the proposed text using Proxima Nova Light as the body text. It could also be used as **semibold**.



05. Discussion Topics

What should we **know** as **we START...**

- / What are the key elements of the County that you want to make sure are preserved and protected?
- / What concerns do you have about growth trends and demands in the County and surrounding areas?
- / What is something that you would like to see occur in the County in the next 10-20 years?
- / What do we need to do to make sure that this is a successful planning process in Maury County?

Thank you!

Liz Fields, AICP
Public Planning Manager

McBride Dale Clarion
efields@mcbridedale.com

Keeghan Stitt-White, AICP
Planner

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kwhite@mcbridedale.com