

# **WHITE BLUFF COMMUNITY STRATEGIC PLAN 2012**



**Compiled by:**

**White Bluff Strategic Planning Committee 2007  
White Bluff Economic and Community Development Board 2012**

**Approved by:**

**White Bluff Town Council**

## Summary

The initial strategic plan was developed by the White Bluff Strategic Planning Committee over the course of several meetings during the summer and fall of 2007. The White Bluff Strategic Planning Committee was formed with input from the Mayor and Council of the Town of White Bluff. The committee comprised business, industry, education, and civic leaders as well as elected officials and interested citizens.

Accomplishments as a result of 2007 version of Strategic Plan include:

- Land Use and Transportation Plan developed
- Commercial Design Review manual developed
- Established volunteer-based Jennie Woodworth Library of White Bluff complete with public-use computers and free Wi-Fi.
- Sidewalk improvement project (Phase 1, 2 and 3 complete)
- Phase 1 of Sewer Rehabilitation complete. Phase 2 in application phase.
- “Pay-as-you-Pave” project plan developed (Phase 1 Paving Project complete)
- Community Center renovations complete. New signage added.
- T-ball field constructed at Veterans Memorial Park
- Volunteer-based Rover’s Playpen dog park constructed at Veterans Memorial Park
- White Bluff Economic and Community Development Board formed and active
- Stormwater Management Ordinance developed
- Alcohol referendum passed
- Restrooms at Field of Dreams constructed
- New Welcome signs on Hwy 70 installed
- In partnership with MBSP, new directional sign at Montgomery Bell State Park installed
- In partnership with Chamber of Commerce, develop town map indicating area attractions and businesses.
- Directional signs to White Bluff installed on I-40

The 2012 update to the strategic plan was developed by the White Bluff Economic and Community Development Board during the spring and summer of 2012. The White Bluff Economic and Community Development Board is a volunteer board whose mission is to create an entrepreneurial-friendly environment in White Bluff by identifying and developing programs and strategies which attract, retain and expand business and job opportunities as well as examine the short-term and long-term community development needs for our community.

With broad-based input, a vision for community and economic development, along with broad strategic goals, priority issues and action items for each goal has been developed. Board members agreed that a strategic plan should be a live and fluid document that is monitored continually and updated as needed.

## **Overview of White Bluff**

White Bluff, Tennessee, is located on the eastern boundary of Dickson County along scenic Hwy 70. First incorporated in 1869, White Bluff was named from the white bluffs that run along nearby Turnbull Creek. In 1806, Fort White Bluffs was constructed and soon after the White Bluffs Iron Forge was started. From these humble beginnings a dynamic community has grown. Today, White Bluff is a thriving, community whose closeness to larger cities, such as Nashville and Dickson, as well as its proximity to Montgomery Bell and the Narrows of the Harpeth State Parks, makes it a great place to live, work or just spend a fun weekend. The 2010 census places White Bluff's population at 3,206, making it the second largest and fastest growing community in Dickson County.

## **White Bluff Community Mission Statement**

White Bluff is and will remain a history-rich community featuring quality, safe neighborhoods that exist in concert with the natural environment; a diverse and growing population that is committed to community involvement and volunteerism; an education system that is second to none; and a community spirit that believes all things are possible. Our high quality of life is supported by our willing workforce and commercial vitality. Our mission is to retain these core values for future generations.

## **White Bluff Community Vision Statement**

White Bluff strives to be the following:

- a vibrant, progressive community dedicated to preserving its past while looking to the future;
- a destination community encouraging a wide-range of recreational, cultural, and shopping opportunities;
- a diverse, multi-generational community offering education, housing, employment, and recreation opportunities to all age groups;
- an environmentally conscience community protecting and respecting our natural resources;
- an education center providing our citizens with well-rounded educational opportunities from pre-school to post-graduate studies.

**Goal 1: Planning and Development**

Establish cooperation between town agencies, developers and builders for the growth planning process and to ensure balanced growth and livable communities.

**Priority Issue 1.1: Develop and implement a comprehensive downtown revitalization / beautification plan to encourage new commercial ventures to the area.**

<i>Priority Issue 1.1 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Establish revitalization / beautification plan with the following considerations: <ul style="list-style-type: none"> <li>• measures to slow down traffic</li> <li>• pedestrian lighting</li> <li>• banners</li> <li>• ADA-compliant sidewalks</li> <li>• Landscaping</li> <li>• Tree planting along Hwy 70 corridor</li> <li>• parking</li> <li>• directional signage</li> <li>• pedestrian movement</li> <li>• intersection markings / redesign</li> <li>• underground utilities</li> <li>• etc.</li> </ul>	Projects Administrator	In progress.
Determine funding source(s). Consider revenue source(s) to generate grant match	Projects Administrator / Mayor / Council	Working with CDP to monitor grant offerings
Develop document / obtain permissions / easements. Property owners, utilities, etc. for tree planting, landscaping outside of right-of-ways, etc.	Projects Administrator / WBECDB	In development. School Board has granted initial permission to plant trees along Hwy 70 on School property. Agreement to be drafted.
Approve plan	Mayor / Council	
Implement plan	Projects Administrator	
Promote improvements	Projects Administrator	

**Goal 1: Planning and Development**

Establish cooperation between town agencies, developers and builders for the growth planning process and to ensure balanced growth and livable communities.

**Priority Issue 1.2: Research and develop a set of design standards to assist in all future commercial and residential development with emphasis on appropriate zoning, continuity, setbacks, building materials, green space preservation, and consideration of natural resources, stormwater management, etc.**

<b>Priority Issue 1.2 Action Items</b>	<b>Responsibility</b>	<b>Status</b>
Review zone map indicating broad areas of commercial, industrial, and residential development.	Land Use and Transportation Plan Committee	Complete and on-going. Zoning map is available for viewing at Town Hall or .pdf version is available
Consider Park Land zoning.	Land Use and Transportation Plan Committee / PC	
Research design standards implemented in other communities	Land Use and Transportation Plan Committee	Commercial complete Residential under review
Develop standards	Land Use and Transportation Plan Committee	Commercial complete Residential under review
Communicate new standards	Land Use and Transportation Plan Committee	Commercial complete Residential under review
Implement new standards	Land Use and Transportation Plan Committee	Commercial complete

**Goal 1: Planning and Development**

Establish cooperation between town agencies, developers and builders for the growth planning process and to ensure balanced growth and livable communities.

**Priority Issue 1.3: Protect our historic areas and natural resources with education programs and codes enforcement designed to promote a sense of historic preservation.**

<i>Priority Issue 1.3 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Research and educate public on historic areas with programs such as: <ul style="list-style-type: none"> <li>• Civil War Trails</li> <li>• Discover TN Trails</li> </ul>	Town Historian	In progress. Civil War Marker #1 complete. Marker #2 (Glendale Village) in development.
Research current laws regarding preservation of historic areas	Projects Administrator	In progress
Implement new codes and/or strengthen current laws, if necessary		
Enforce historic preservation laws		
Implement recognition program for residents / businesses that save / preserve historic properties		
Develop / implement program to acquire historic properties if no private individual / groups step up.	Projects Administrator	Use acquisition of Frog Pond Church as model.
How to fund maintenance and upkeep of historic properties.		
Photograph historic and future historic sites, electronic scan historic documents for archival preservation.		

## Goal 2: Infrastructure

Provide adequate and quality services that will meet the needs of all citizens of White Bluff

**Priority Issue 2.1: Protect, maintain and enhance the public infrastructure (roads, sidewalks, sewer, parks, public buildings, etc.) by anticipating needs and taking prudent steps to provide for those needs.**

<i>Priority Issue 2.1 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Establish sidewalk improvement project including adding sidewalks in existing neighborhoods w/ high traffic counts	Projects Administrator	New sidewalks development plan part of LUTP. Zoning changes require sidewalks as part of new developments.
Establish road paving project	Projects Administrator / Mayor / Council	“Pay-as-you-pave” paving projects to start in Summer 2012. Phase 1 complete. Mayor / Council approves list of priority roads for paving.
Consider railroad crossing alternatives or new fire hall sub-station for White Bluff Road	Land Use and Transportation Committee	Railroad bridge over \$1M project. Plans for services on south side of tracks in discussion.
Maintain / expand sewer system in line with city growth	Projects Administrator / Sanitation Department	Rehab grant awarded. Phase 1 complete. Phase 2 application submitted.
Develop Community Center complex plan including <ul style="list-style-type: none"> <li>• new community center building</li> <li>• larger library</li> <li>• amphitheater/stage at Field of Dreams</li> <li>• basketball court</li> <li>• football / soccer field, etc.</li> </ul>	Projects Administrator	WB Lifelong Learning and Activity Center (Community Center / Library / Educational facility) in development. Funding by donations underway. Outdoor stage at FOD in discussion.
Develop nature park w/ hiking, biking, walking trails, etc on back side of Veterans Memorial Park.	Projects Administrator	In discussion
Consider walking / biking trail from downtown to Veterans Park. Utilize portions of “old” Highway 70 road bed for trail.	Land Use and Transportation Committee	In discussion. Funding through grants.
Consider walking / biking trail from downtown to Montgomery Bell State Park	Land Use and Transportation	In discussion. Funding through grants.

## Goal 2: Infrastructure

Provide adequate and quality services that will meet the needs of all citizens of White Bluff.

**Priority Issue 2.2:: Consider all transportation options (walking, biking, mass transit, etc.) and associated issues (parking, pollution, etc.) in all future designs.**

<i>Priority Issue 2.2 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Consider sidewalks, biking lanes in future developments to encourage alternate modes of transportation	Land Use and Transportation Committee	Sidewalks required in future developments. Bike lanes in discussion
Consider bike rental program for access around White Bluff and/or MBSP.		
Research commuter train availability	Land Use and Transportation Committee	In discussion. County recently joined Mass Transit Authority committee.
Extend Park St. to Industrial Dr. This project will allow residents living on the South side of the RR access to WB road/Hwy 96/I-40 without ever crossing the RR.		
Project to extend SR 840 to – Phase 1 Hwy 96 and – Phase 2 Hwy 70. Promote Northern Loop of 840 as well		Support County Mayor in efforts to extend 840



**Goal 3: New and Existing Business / Industry**

Build the White Bluff economy and support the development of a diversified economic base with adequate employment opportunities.

**Priority Issue 3.1: Develop incentives for location of new business and expansion of existing business.**

<i>Priority Issue 3.1 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Form Business Development Committee	Projects Administrator	White Bluff Economic and Community Development Board formed.
Develop incentive program including tax breaks, grant options, utility and sewer relief programs, etc.	WBECD and Chamber of Commerce	Complete and ongoing. Access to state level incentive programs available thru Town website and Chamber of Commerce..
Determine availability of land for expansion	WBECD	In progress
Inventory available land for commercial / industrial development		
Consider land acquisition options (i.e., purchase, option, etc.) for commercial / industrial development		
Construct additional commercial space. Consider commercial / residential space for commercial district.	Mayor / Council / Development Community	

**Goal 3: New and Existing Business / Industry**

Build the White Bluff economy and support the development of a diversified economic base with adequate employment opportunities.

**Priority Issue 3.2: Establish a partnership between business leaders and government officials to bring new business opportunities to White Bluff.**

<i>Priority Issue 3.2 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Develop partnership	Projects Administrator / WBECDB	Ongoing
Develop inventory of businesses in White Bluff including home-based. What they do, people employed, upcoming hiring, etc.	Projects Administrator	“Brick and Mortar” in development. “Home-based” to be developed.
Encourage commercial property owners to maintain / improve / expand commercial offerings.		
Promote White Bluff to fast food sector		
Promote White Bluff to grocery store sector		
Work with Dollar General to bring Dollar General Market to White Bluff		
Encourage existing restaurants to be open more days in the week / hours in the day.		
Develop plan to bring “concurrent complementary businesses” to White Bluff		
Develop Business Development Series of workshops / training		
Promote White Bluff as music / arts town		
Identify and Promote Business / Industrial sites (i.e., Jazz Center, Corlew Logistics, etc.)		
Develop program to show appreciation / retain / encourage expansion of existing businesses		
Investigate QR Codes (Quick Response Codes) as a means to promote business and historic features of White Bluff		

**Goal 4: Environment**

Take a proactive approach to environmental management and protection.

**Priority Issue 4.1: Implement a public education program designed to promote and encourage care of the environment.**

<i>Priority Issue 4.1 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Research available programs	Projects Administrator / Planning Commission	Awarded grant from GNRC and Cumberland River Compact to establish baseline.
Implement program(s)	PA / PC / GNRC	Stormwater Management Ordinance implemented.
Research gray water utilization, use of rain barrels, retention/detention zones, etc		
Promote Litter awareness and continue clean-up days / campaigns		

**Priority Issue 4.2: Strengthen and/or enforce local laws designed at protecting our environment and natural resources.**

<i>Priority Issue 4.2 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Review current laws	PA / PC / GNRC	Under review
Write new laws and/or strengthen existing laws, if necessary	PA / PC / GNRC	
Enforce laws designed to protect our environment and natural resources	Codes Administrator	

**Goal 5: Quality of Life**

Establish White Bluff as a community that offers its citizens the opportunities to lead a productive, meaningful life.

<b><i>Priority Issue 5.1: Promote volunteerism and citizen involvement in our community.</i></b>
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<b><i>Priority Issue 5.1 Action Items</i></b>	<b><i>Responsibility</i></b>	<b><i>Status</i></b>
Promote volunteerism and community pride		
Provide community with a current list of volunteer opportunities	Projects Administrator	Volunteerism page has been added to town website.
Recognition program for participants	Projects Administrator	In development

<b><i>Priority Issue 5.2: Encourage citizens and visitors to spend locally thus keeping tax dollars in White Bluff.</i></b>
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<b><i>Priority Issue 5.2 Action Items</i></b>	<b><i>Responsibility</i></b>	<b><i>Status</i></b>
Increase entertainment options such as restaurants, shopping, multi-use facilities, theatres, etc.	Projects Administrator	Ongoing
Encourage variety of housing options (single family, apartments, senior, etc.) to meet variety of housing needs.		
Explain benefits of “buying local” through <ul style="list-style-type: none"> <li>• Buy Local campaign</li> <li>• \$20 on the 20<sup>th</sup> promotion</li> </ul>		

<b><i>Priority Issue 5.3 Research and Promote White Bluff as a Senior Living / Retirement Community.</i></b>
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<b><i>Priority Issue 5.3 Action Items</i></b>	<b><i>Responsibility</i></b>	<b><i>Status</i></b>
Locate properties suitable for active and assisted living facilities and market these properties to developers		
Research Retire Tennessee Program, state sponsored program that promotes Tennessee to retirees.		
Target “Half-backs”		
Develop and distribute marketing material promoting White Bluff as a Senior Living / Retirement Community.		

**Goal 6: Education**

Work with local school leadership and Board of Education to provide the best education possible to our community youth.

**Priority Issue 6.1: Assist local school system with programs and activities designed to complement and enhance education curriculum.**

<i>Priority Issue 6.1 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Work with schools to determine specific needs (i.e., DARE program, after school programs, etc.)	Projects Administrator	DARE program is provided by local police department. Ongoing
Develop programs to address needs	Projects Administrator	As needed

**Priority Issue 6.2: Work with local, county, state, and federal agencies to attract a fully-accredited 4+ year college to White Bluff. NOTE: Higher education is now being provided through the Ren Center in Dickson.**

<i>Priority Issue 6.2 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Participate in County Education Committee		See note above
Determine requirements of proposed college campus		See note above
Determine land availability		See note above
Develop promotion program		See note above
Monitor Ren Center lease and make sure APSU and NSCC have place to go if lease is not renewed/accepted.		

**Priority Issue 6.3: Work with local and county agencies to develop a school expansion plan.**

<i>Priority Issue 6.3 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Determine projected need	School Board	Complete
Develop land	School Board	In discussion

**Goal 7: Tourism**

Establish White Bluff as a tourist destination.

**Priority Issue 7.1: Work with local, county and state agencies to promote White Bluff as a tourist destination.**

<i>Priority Issue 7.1 Action Items</i>	<i>Responsibility</i>	<i>Status</i>
Promote local history	Town Historian	Ongoing
Install welcome signs on Hwy 47 and White Bluff Road. Determine funding.	Projects Administrator	In development. Similar to new welcome signs on Hwy 70.
Direct traffic to MBSP from I-40 through White Bluff	Projects Administrator	In discussion w/ TDOT. White Bluff directional signs installed on I-40
Publicize White Bluff happenings in local / regional publications	Projects Administrator	Ongoing
Develop partnership with Montgomery Bell State Park and actively promote White Bluff to Park visitors.	Projects Administrator / Mayor / Park	
Research “Gateway Communities” and determine benefits (grants, etc.) to White Bluff.		
Solicit Sports Tournaments		
Market and Promote White Bluff as “Gateway to Montgomery Bell State Park”. Think relationship of Gatlinburg to Great Smokies National Park.		
Promote and distribute updated, tourism-focused marketing material to area visitors. Promote in I-40 Hotels in Dickson/Kingston Springs/Bellevue, MBSP, WB businesses, etc.		
Continue relationship with State Tourism and participate in programs such as Civil War Trails and Discover TN trails.		
Develop intra-county relationship with Cheatham County to link Cheatham County recreational activities (canoeing, zip line, etc.) to White Bluff to MBSP (bike trails, hiking, etc.)		
Develop White Bluff promotional video for airing on local public access channel		

**Goal 8: Technology**

Utilize appropriate technology to improve town services, provide benefits to locals and visitors.

<b><i>Priority Issue 8.1: Improve town services through application of appropriate technologies.</i></b>
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<b><i>Priority Issue 8.1 Action Items</i></b>	<b><i>Responsibility</i></b>	<b><i>Status</i></b>
Utilizing new printer / copier capabilities, scan and publish helpful public records (i.e., ordinances, resolutions, minutes, etc.)		In progress.
Develop capability to pay taxes, tickets online.		
Promote important information via website, social media		On-going.
Additional training / application of GIS for planning and development services.		
Consider use of tablets for Town Council / Planning Commission / Beer Board. Benefits include reduced paper usage, increased efficiencies, etc.		
Utilize GIS layers to record lat/long coordinates of fire hydrants, manholes, utility lines, pump stations, valves, etc.		

<b><i>Priority Issue 8.2: Provide benefits to locals and visitors through the appropriate application of technologies.</i></b>
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<b><i>Priority Issue 8.2 Action Items</i></b>	<b><i>Responsibility</i></b>	<b><i>Status</i></b>
Determine availability of high speed internet coverage town-wide and work with providers to cover “blind spots”.		
Consider credits to businesses that provide free Wi-Fi.		
Investigate QR Codes (Quick Response Codes) as a means to promote business and historic features of White Bluff		

<b>Members of the White Bluff Strategic Planning Committee 2007</b>
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Mary Holdbrooks	Carl Teitloff	Anne Maddox
Lil Cauthen	Allen Johnson	Johnna Lawrence
Linda Hayes	Debra Carlton	Peanut Harmon
Rachel Jefferson	Louise Buchanan	Gail Mosley
Oscar Martin	Jackie Allsbrooks	Johnnie Reed
Donna Powell	Dixie Kerr	Tammie Whited
LuAnn Martin	Jeff Martin	

<b>Members of the White Bluff Economic and Community Development Board 2012</b>
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Linda Hayes	Jennifer Martin	Chris Mattox
Peggy Smith	Rick Wilson	Laura Wilson
Jeff Martin	Dixie Kerr	