

*White Bluff,
Tennessee*

**Community Strategic Plan
2008**

compiled by
White Bluff Strategic Planning Committee

Summary

The enclosed 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 comprises business, industry, education, and civic leaders as well as elected officials and interested citizens.

With broad-based input, the committee was able to draft a vision for community and economic development, along with broad strategic goals, priority issues and action items for each goal. Committee 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 Highway 70. First incorporated in 1869, White Bluff was named from the white bluffs that run along nearby Turnbull Creek. In 1806, Fort White Bluff was constructed and soon after the White Bluff Iron Forge was started. From these humble beginnings a dynamic community has grown. Today, White Bluff is a thriving, cozy 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 town 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 by 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 by 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: Develop and implement a comprehensive downtown revitalization / beautification plan to encourage new commercial ventures to the area.

Priority Issue 1 Action Items

Action Item	Responsibility	Status
Establish plan with the following considerations: measures to slow down traffic, lighting, ADA-compliant sidewalks, landscaping, directional signs, historic sites, pedestrian movement, etc.	Projects Administrator	In progress – GIS will assist in this project
Determine funding source(s)	Projects Administrator	In progress
Approve plan		
Implement plan		
Promote improvements		

Priority Issue 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.

Priority Issue 2 Action Items

Action Item	Responsibility	Status
Review zone map indicating broad areas of commercial, industrial, and residential development. Consider Park Land zoning	Land Use and Transportation Committee	In progress
Research design standards implemented in other communities		
Develop standards		
Communicate new standards		
Implement new standards		

Goal 1: Planning and Development (continued)

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

Priority Issue 3: Protect our historic areas and natural resources with education programs and codes enforcement designed to promote a sense of historic preservation.

Priority Issue 3 Action Items

Action Item	Responsibility	Status
Research and educate public on historic areas	Town Historian	In progress
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		

Goal 2: Infrastructure

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

Priority Issue 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.

Priority Issue 1 Action Items

Action Item	Responsibility	Status
Establish sidewalk improvement project including adding sidewalks in existing neighborhoods w/ high traffic counts	Projects Administrator	Current sidewalks project complete. New sidewalks development plan in progress
Establish road paving project		In development
Consider railroad crossing alternatives or new fire hall sub-station for White Bluff Road	Land Use and Transportation Committee	In discussion
Maintain / expand sewer system in line with city growth	Sanitation Department	Ongoing
Develop Community Center complex plan including new community center building, bathrooms and amphitheater at Field of Dreams, basketball court, football / soccer field, etc.	Projects Administrator	Community Center renovations – existing facility complete.
Build T-ball field at Veterans Park	Parks Board	Complete
Develop nature park w/ hiking, biking, walking trails, etc.	Projects Administrator	In discussion
Research dog park	Parks Board	Complete
Consider walking / biking trail from downtown to Veterans Park	Land Use and Transportation Committee	In discussion
Consider walking / biking trail from downtown to Montgomery Bell State Park	Land Use and Transportation Committee	In discussion

Goal 2: Infrastructure (continued)

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

Priority Issue 2: Consider all transportation options (walking, biking, mass transit, etc.) and associated issues (parking, pollution, etc.) in all future designs.

Priority Issue 2 Action Items

Action Item	Responsibility	Status
Consider sidewalks, biking lanes in future developments to encourage alternate modes of transportation	Land Use and Transportation Committee	In discussion
Research commuter train availability	Land Use and Transportation Committee	In discussion

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 1: Develop incentives for location of new business and expansion of existing business.

Priority Issue 1 Action Items

Action Item	Responsibility	Status
Develop incentive program including tax breaks, grant options, utility and sewer relief programs, etc.		
Determine availability of land for expansion	Land Use and Transportation Committee	In progress
Construct additional space		

Priority Issue 2: Establish a partnership between business leaders and government officials to bring new business opportunities to White Bluff.

Priority Issue 2 Action Items

Action Item	Responsibility	Status
Develop partnership	Projects Administrator	Ongoing

Goal 4: Environment

Take a proactive approach to environmental management and protection.

Priority Issue 1: Implement a public education program designed to increase community pride and care of the environment.

Priority Issue 1 Action Items

Action Item	Responsibility	Status
Research available programs		
Implement program(s)		

Priority Issue 2: Strengthen and/or enforce local laws designed at protecting our environment and natural resources.

Priority Issue 2 Action Items

Action Item	Responsibility	Status
Review current laws		
Write new laws and/or strengthen existing laws, if necessary		
Enforce laws designed to protect our environment and natural resources		

Goal 5: Quality of Life

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

Priority Issue 1: Promote volunteerism and citizen involvement in our community.

Priority Issue 1 Action Items

Action Item	Responsibility	Status
Provide community with a list of volunteer opportunities	Projects Administrator	Volunteerism page has been added to town website.
Recognition program for participants		

Priority Issue 2: Encourage citizens and visitors to spend locally thus keeping tax dollars in White Bluff.

Priority Issue 2 Action Items

Action Item	Responsibility	Status
Increase entertainment options such as restaurants, shopping, multi-use facilities, theatres, etc.	Projects Administrator	Ongoing
Allow alcohol (beer, wine, liquor) to be served and/or sold in order to increase entertainment options and business opportunities (i.e., restaurants, liquor stores)	Community	Complete

Goal 6: Education

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

Priority Issue 1: Assist local school system with programs and activities designed to complement and enhance education curriculum.

Priority Issue 1 Action Items

Action Item	Responsibility	Status
Work with schools to determine specific needs (i.e., DARE program, after school programs, etc.)		DARE program is provided by local police department. Ongoing
Develop programs to address needs		

Priority Issue 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.

Priority Issue 2 Action Items

Action Item	Responsibility	Status
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

Priority Issue 3: Work with local and county agencies to develop a school expansion plan.

Priority Issue 3 Action Items

Action Item	Responsibility	Status
Determine projected need	School Board	Complete
Develop land	School Board	In discussion

Specific projects for discussion

- Fence around football field at WJMS
- Visitor bleachers at WJMS

Goal 7: Tourism

Establish White Bluff as a tourist destination.

Priority Issue 1: Work with local, county and state agencies to promote White Bluff as a tourist destination.

Priority Issue 1 Action Items

Action Item	Responsibility	Status
Promote local history	Town Historian	Ongoing
Replace welcome signs on Hwy 70	Projects Administrator	In discussion. Add website to sign
Install welcome signs on Hwy 47 and White Bluff Road	Projects Administrator	In discussion. Add website to sign
Develop White Bluff city map featuring area businesses and attractions	Projects Administrator	In development w/ Chamber of Commerce
Install sign directing from MBSP to White Bluff	Projects Administrator	Complete
Direct traffic to MBSP from I-40 through White Bluff		In discussion w/ TDOT
Publicize White Bluff happenings in local / regional publications		Ongoing

Priority Issue 2: Research re-establishment of the White Bluff Chamber of Commerce.

Priority Issue 2 Action Items

Action Item	Responsibility	Status
Appoint steering committee		

Members of the White Bluff Strategic Planning Committee

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