



Lakeland PULSE Comprehensive Plan Land Use and Housing Subcommittee
Subcommittee Meeting Agenda
Wednesday, September 14, 2022, 1:00 PM
City Hall, Lakeland, Tennessee 38002

Conference Room A

- I. Working session to discuss Land Use and Housing component of the Lakeland PULSE Comprehensive Plan

COMPREHENSIVE PLAN 2023

SEPTEMBER 2022



Land Use & Housing

Agenda

- Introduction
- **Brief overview of the Comprehensive Plan**
- Review related existing Framework Plans
- Vision building/Open Discussion
(Opps/Constraints/Needs/Future)
- Next Steps/Expectations

Introductions

- Project team:
 - Lakeland City Staff
 - Kimley-Horn
 - Development-Studio, LLC
 - LRK
- Subcommittee Member Introductions

What is a Comprehensive Plan?

The City of Lakeland Comprehensive Plan will provide a vision for the future of the community along with the steps needed to make that vision a reality. The plan will place a strong emphasis on implementation to guide the City's near- and long-term decision-making and investment.

What is the Outcome of the Plan?

The key outcome of the plan will be a Future Land Use Map that will guide future growth and development in the City. A series of framework elements will be created in support of the land use strategies. These framework elements will touch on topics such as:

- Transportation and Mobility
 - Economic Development
 - Natural Resources
 - Public Health and Education
 - Housing
 - Parks, Recreation, and Open Space
 - Public Services and Utilities
-
- Previous Lakeland Comprehensive Plan updated in 2006

Phase 1
Project Kickoff
.....

Phase 1 will include meeting with the Planning Committee, notifying City Staff of the plan's initiation, and forming the Advisory Committee. In this phase, the project team puts together a detailed work plan and schedule that includes a Community Engagement Strategy. Finally, the project team starts collecting any needed data.

Phase 2
Baseline Conditions & Future Projections, and Visioning & Issues
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The second phase revolves around developing an understanding of the current demographic, economic, and environmental conditions to project estimates of where we'll be and how things will look in the future. Following the first major round of public engagement, this phase ends by identifying the City's needs, building an ultimate vision, and supporting goals to guide the development of the plan.

Phase 3
Future Growth Strategy
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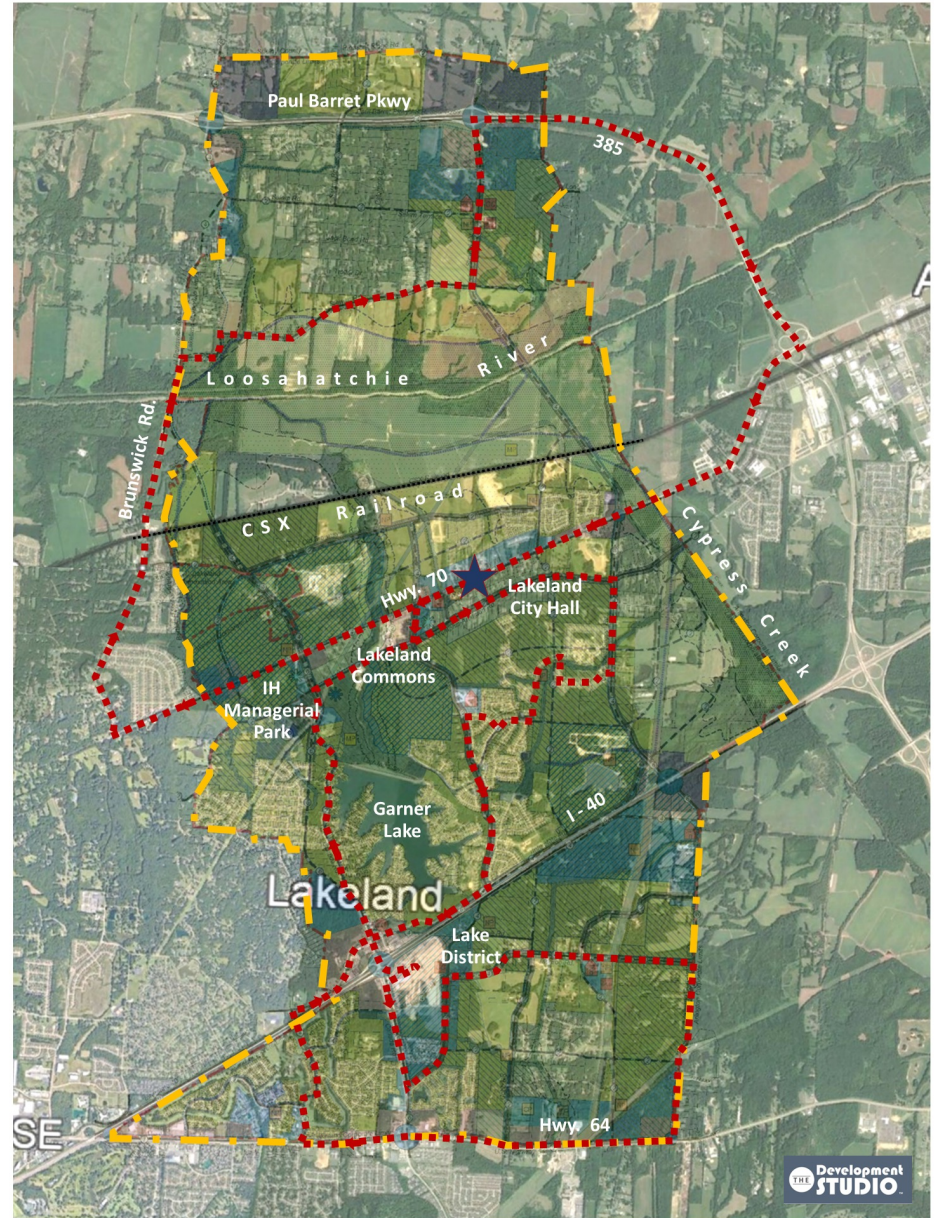
In the third phase of the planning process, a land use analysis will be conducted to develop a conceptual growth strategy that sets the foundation to creating the Future Land Use Map. This process will be vetted by the public during our second community workshop. The outcome will be the Future Land Use Map, accompanied by strategies to guide land use.

Phase 4
Plan Development
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In the fourth phase, the plan starts to come together with the creation of the various framework elements and their strategies. This phase also focuses on developing an action plan that lays out the agencies, resources, and time needed to implement the plan's strategies.

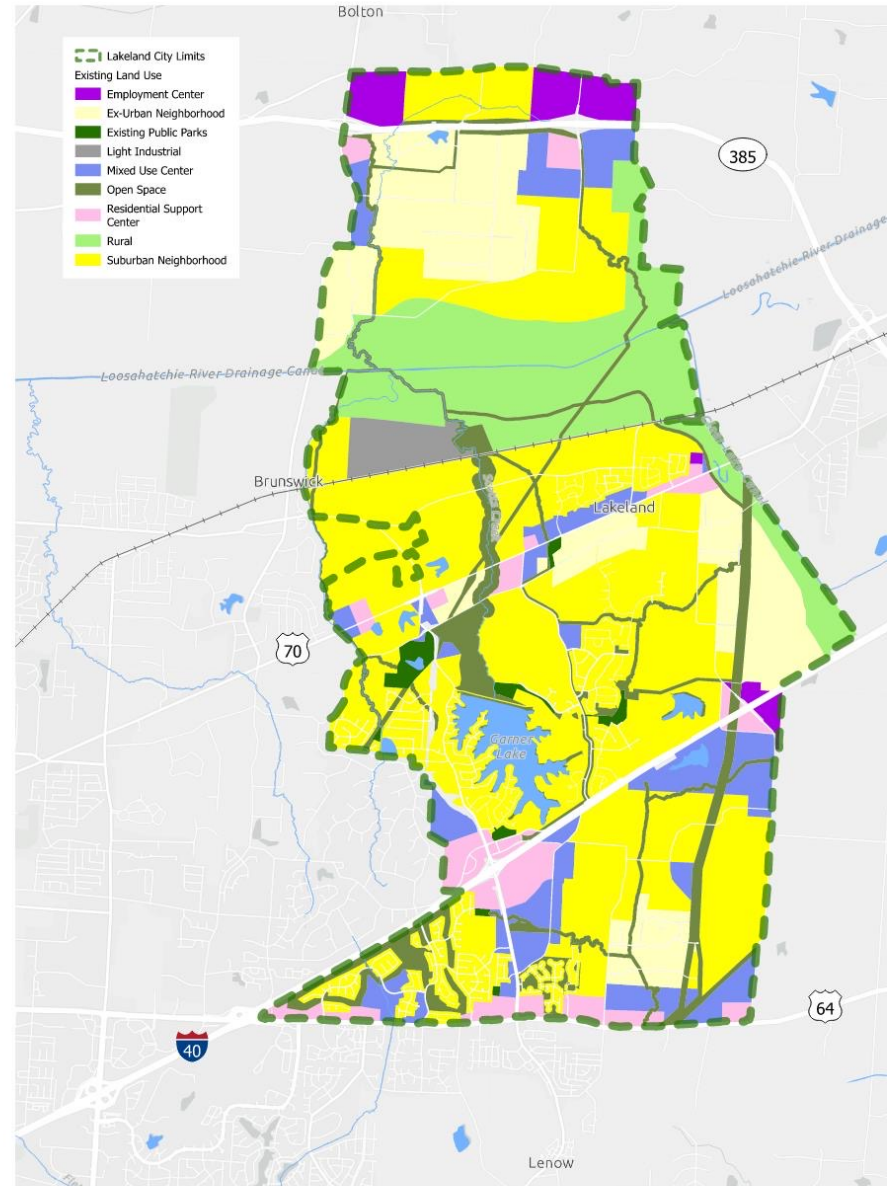
Phase 5
Reporting and Adoption
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The final phase ensures the smooth and successful adoption of the Comprehensive Plan by allowing the opportunity for all parties and agencies to review and comment on the plan.



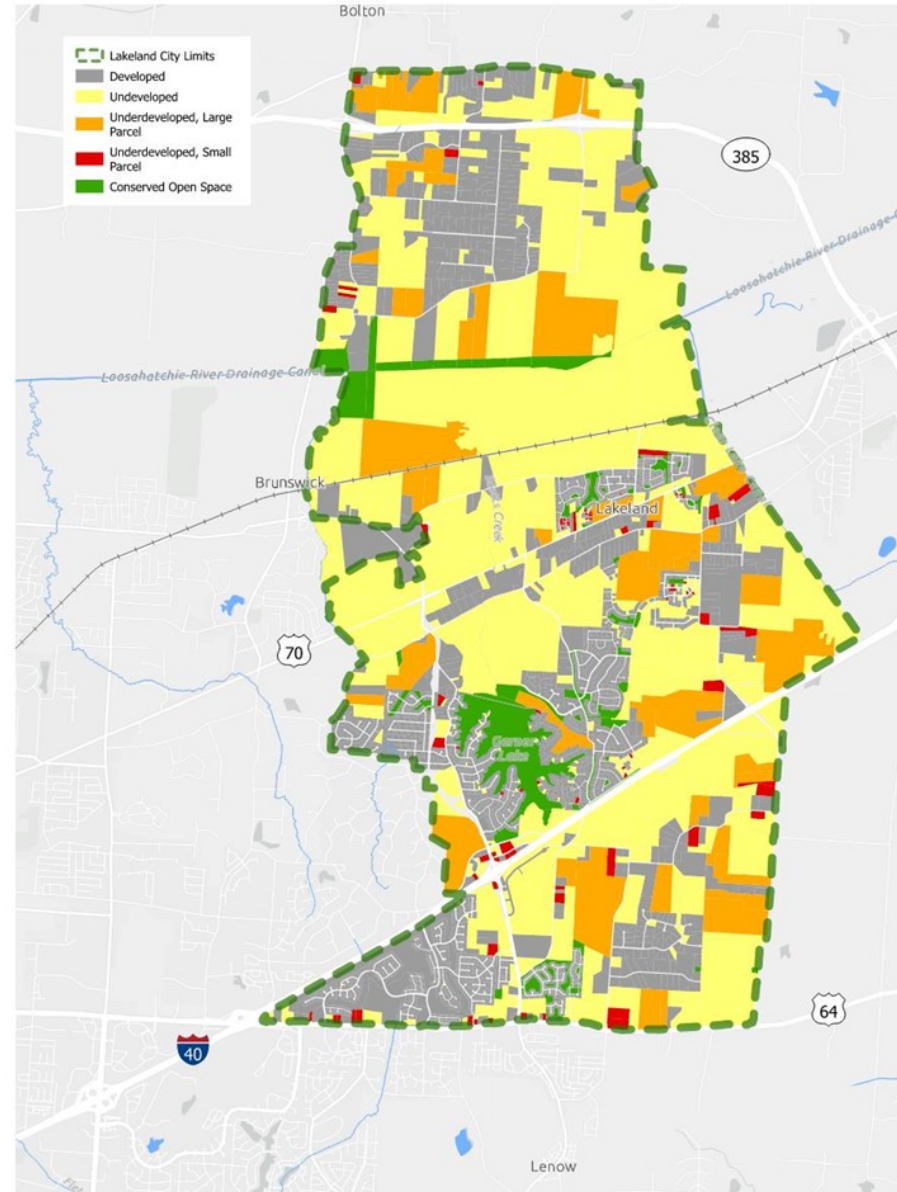
Land Use

- Employment Center
- Ex-Urban Neighborhood
- Existing Public Parks
- Light Industrial
- Mixed Use Center
- Open Space
- Residential Support Center
- Rural
- Suburban Neighborhood

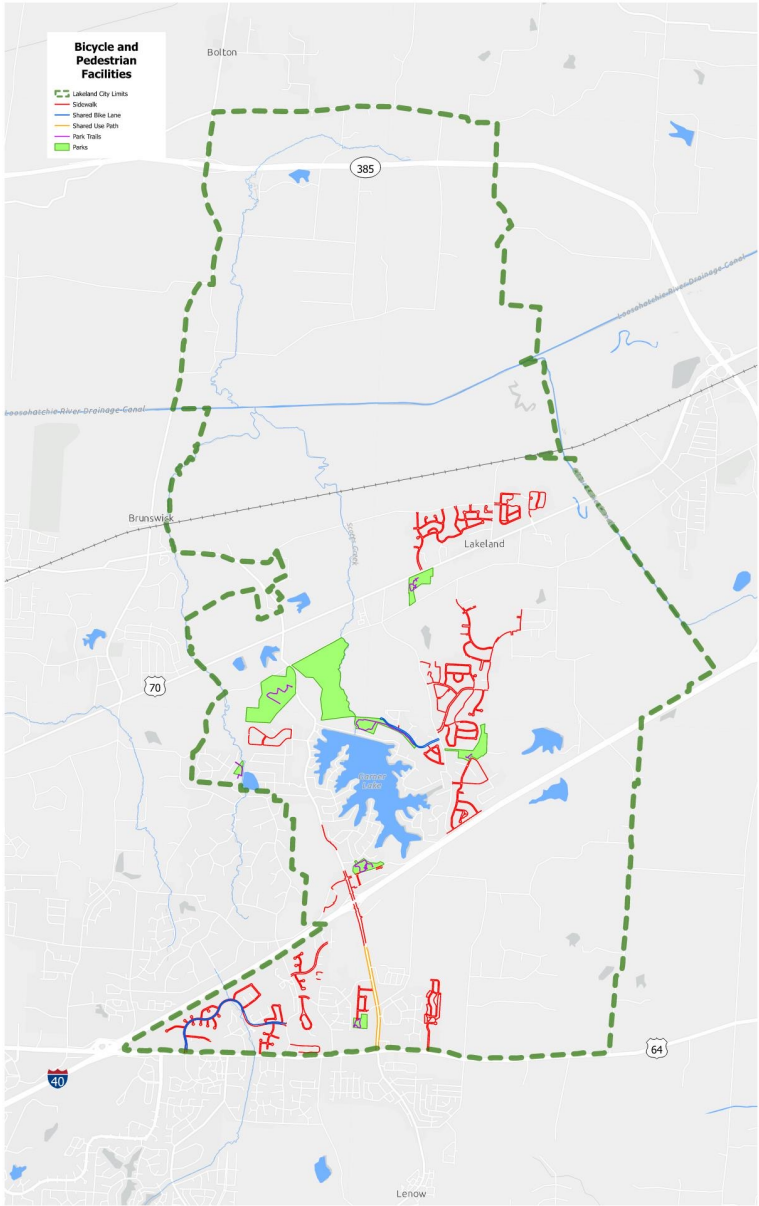
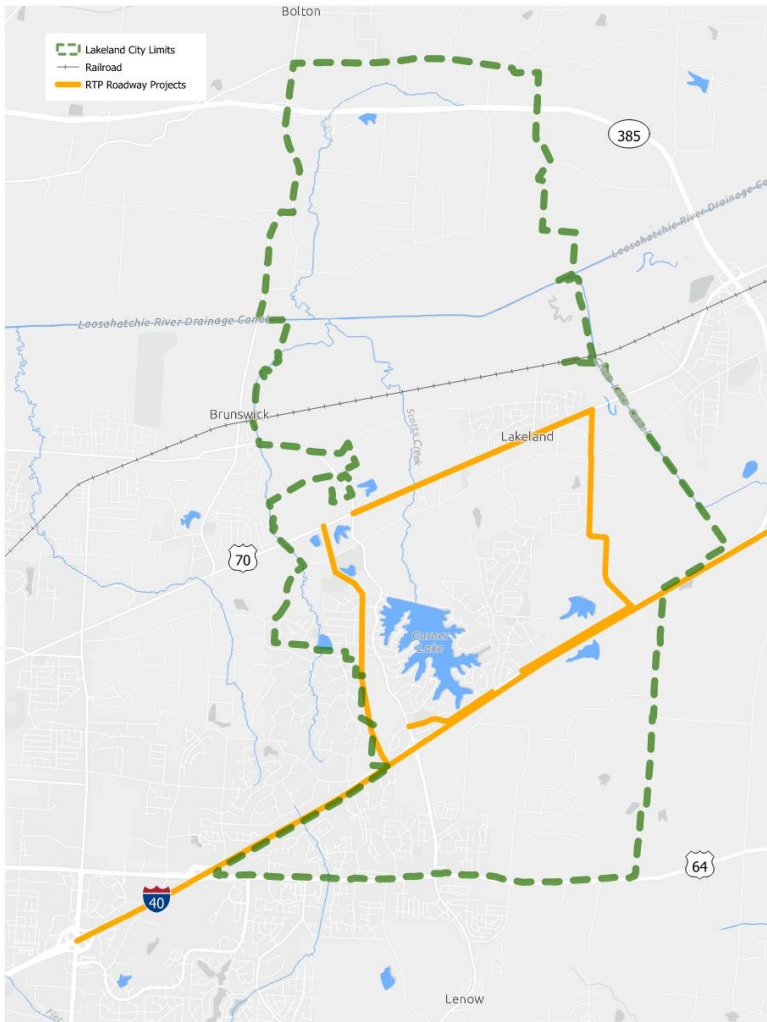


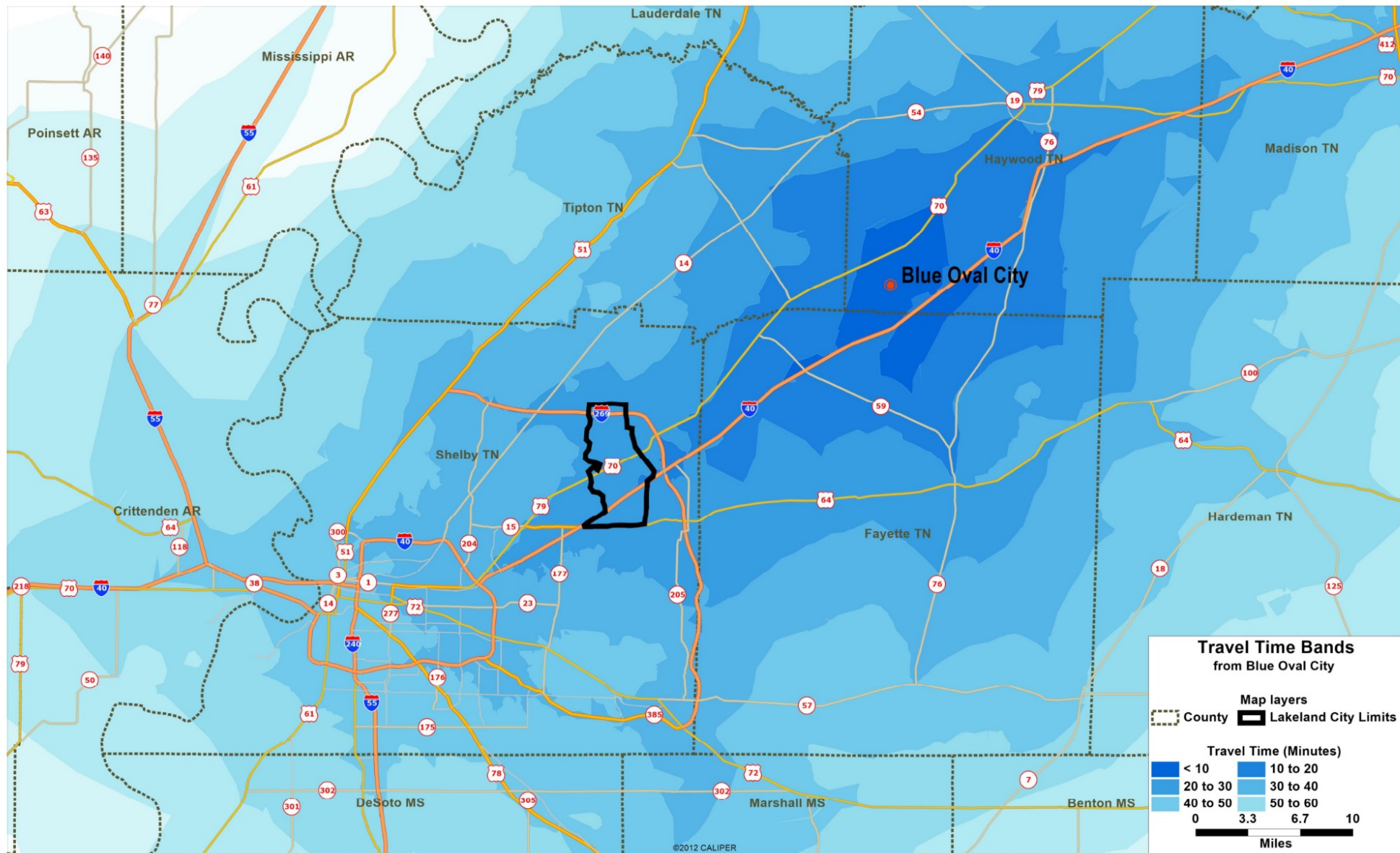
Development Status

- Developed
- Undeveloped
- Underdeveloped, Large Parcel
- Underdeveloped, Small Parcel
- Conserved Open Space

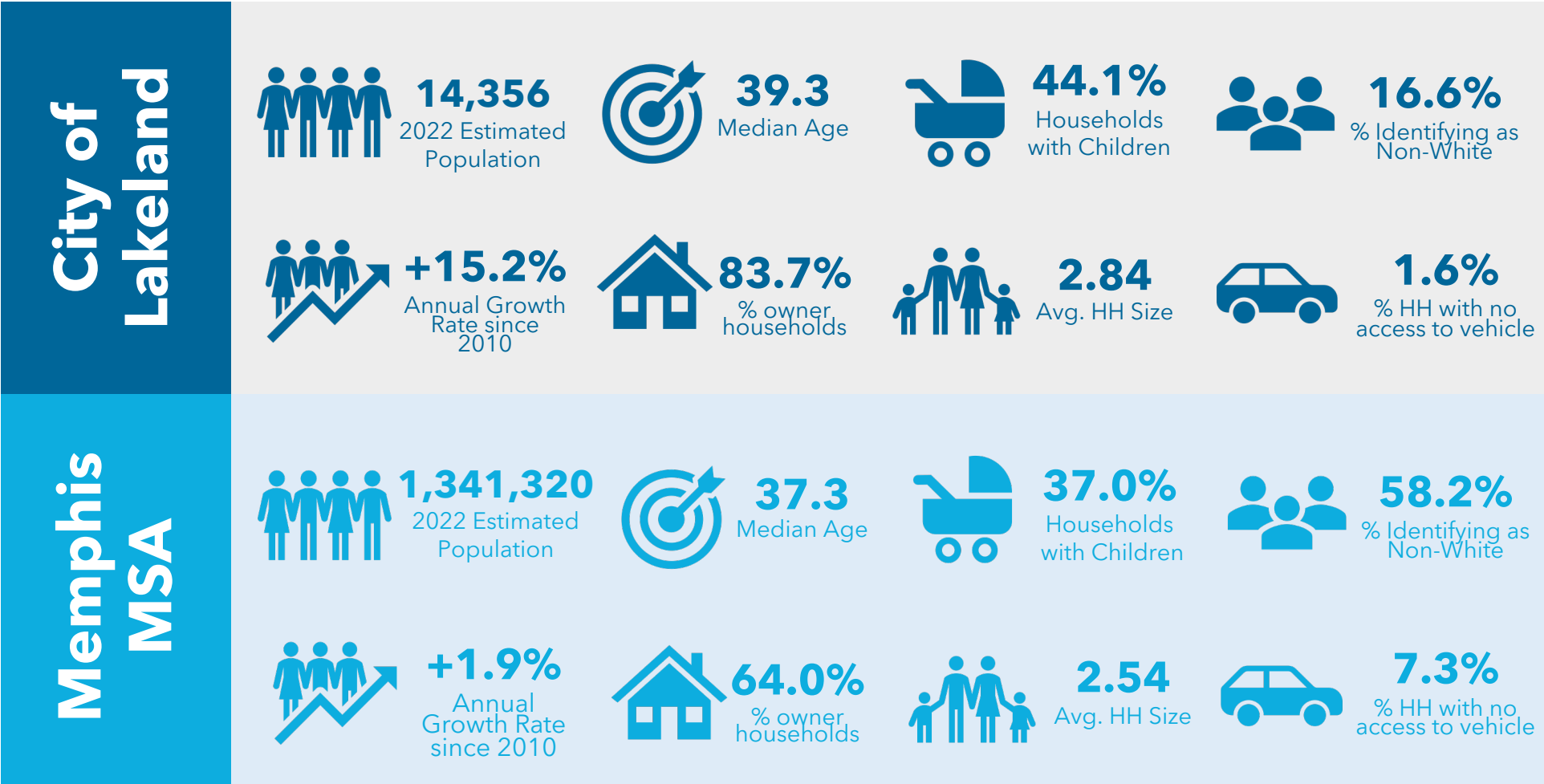


Transportation

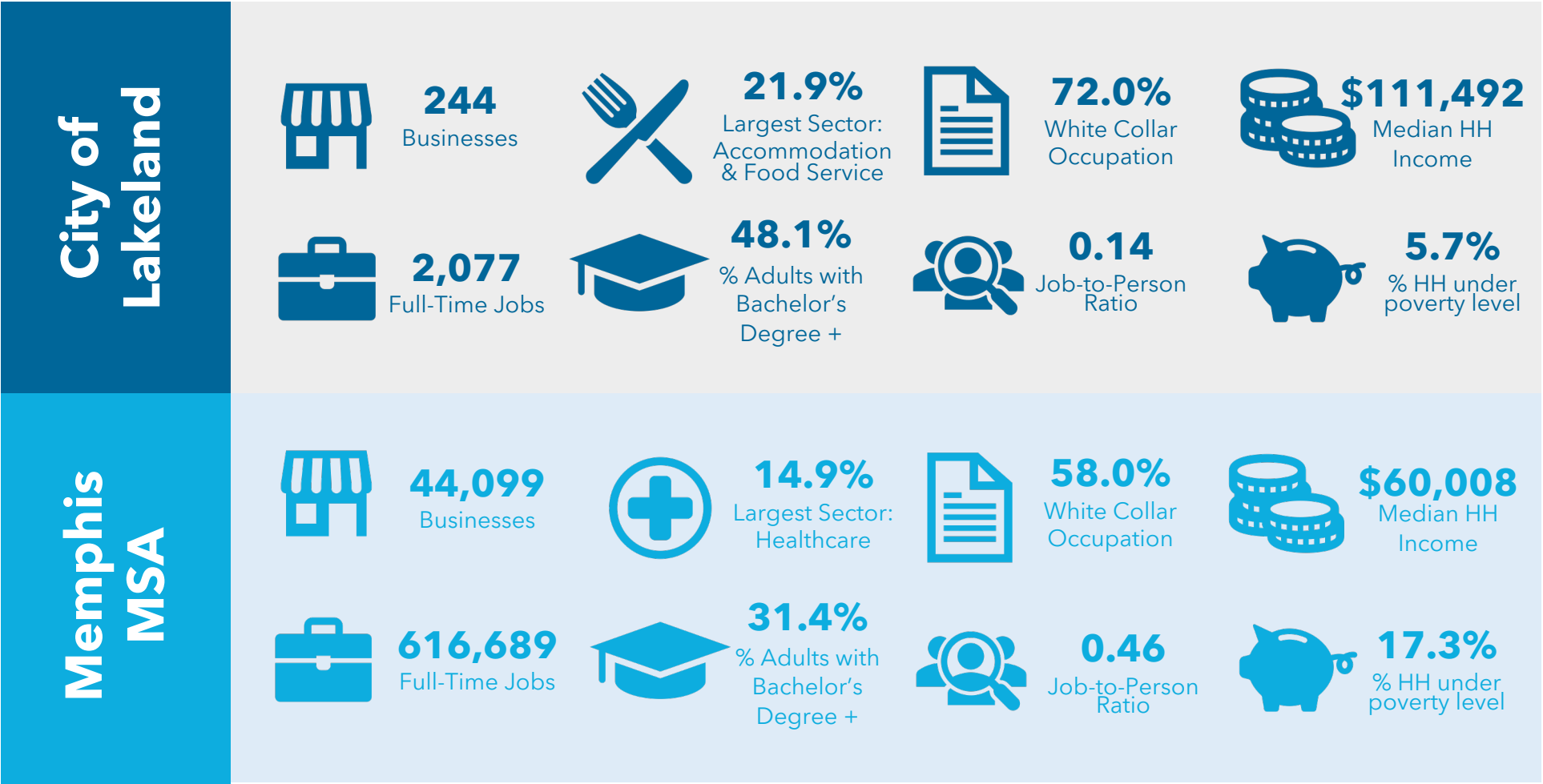




Demographics At a Glance



Economics at a Glance

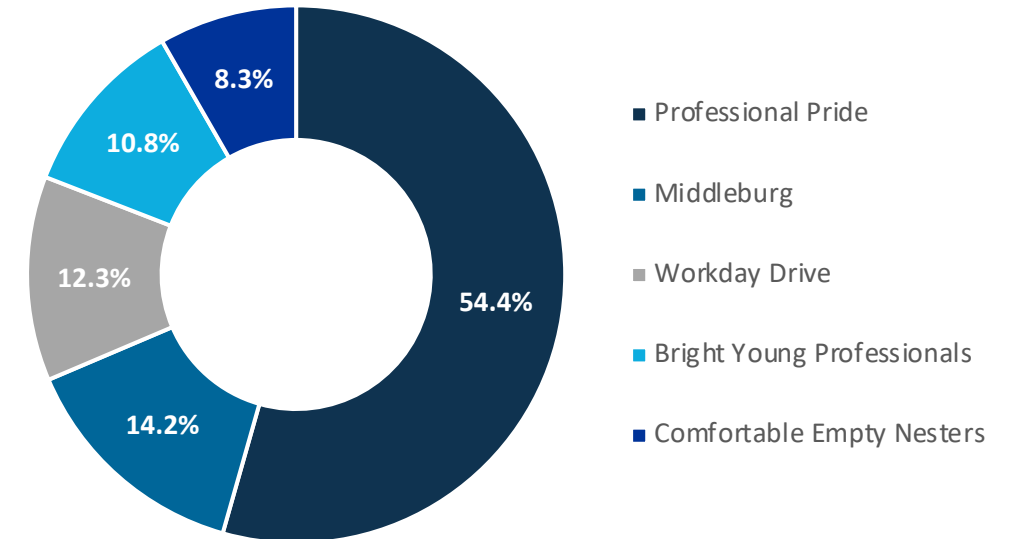


Tapestry Segmentation / Psychographics

Share of Households by Tapestry Segment, Lakeland, 2022

Source: ESRI BAO

- Tapestry segmentation, provided by Environmental Systems Research Institute (ESRI), divides households into 67 groups based on consumer spending patterns and lifestyle attributes. Data provided by this type of analysis is increasingly being used by developers, builders, and retail tenants in the site selection and due diligence process.
- The top five segments represent 100% of all households in the area. Comparatively, this represents a homogenous transect of tapestries.
- They represent established and emerging households that are family-oriented. Residents tend to be professionals across the age spectrum that prefer suburban living and commute to their workplace. They tend to be tech savvy, live in single family homes, and have above average incomes.

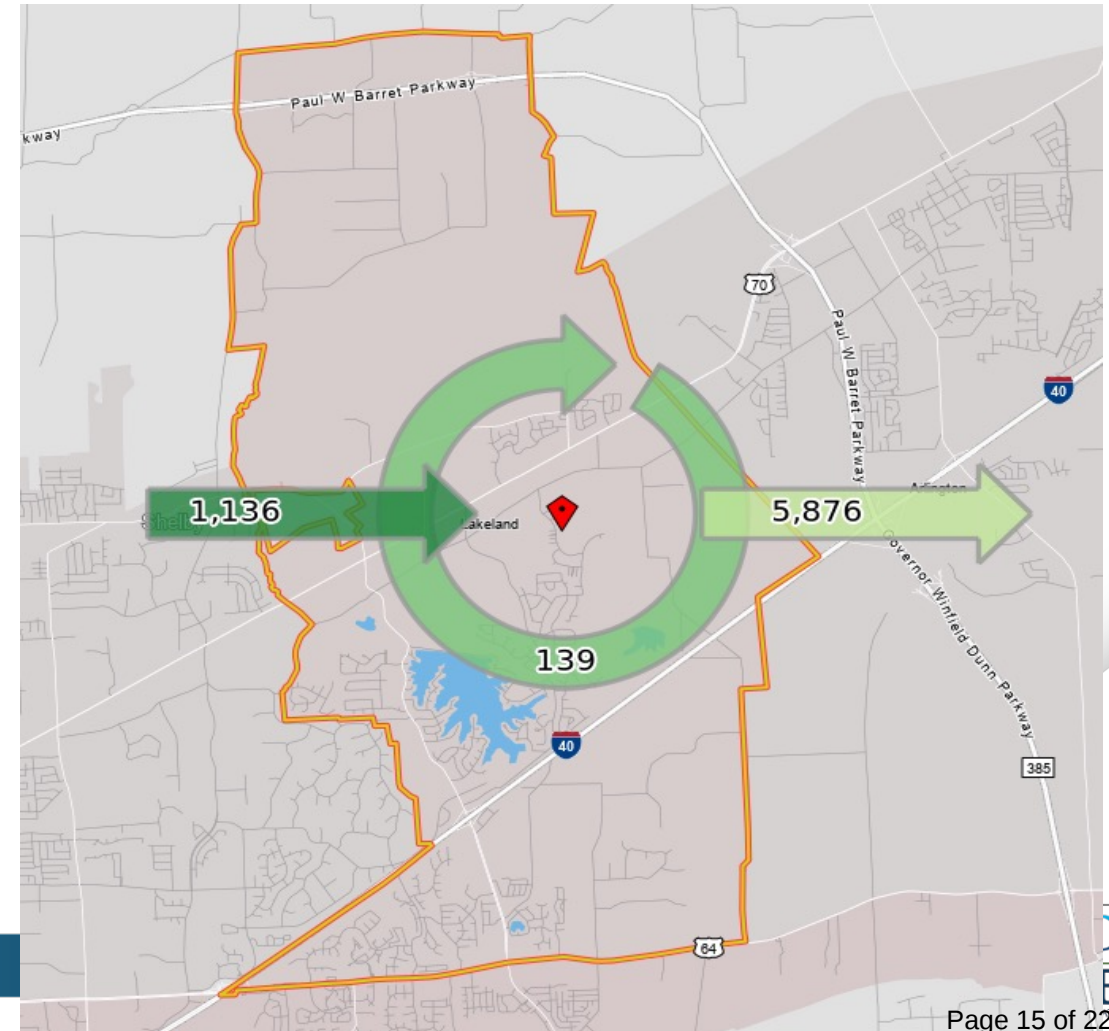


Commuting Trends

- Spatial mismatch between where people live and work.
- Based on the most recent data available on commuting trends, 89% of people working in Lakeland commuted from outside the City's limits. The most common places where workers commute from are:
 - Memphis (25.4%)
 - Arlington (8.9%)
 - Bartlett (8.5%)
 - Collierville (3.7%)
- Nearly 98% of Lakeland residents are employed elsewhere. The most common places where workers commute from are:
 - Memphis (66.8%)
 - Bartlett (7.3%)
 - Collierville (3.4%)
 - Germantown (3.1%)

Commuting Trends, Lakeland, 2019

Source: US Census LEHD On the Map



Housing Inventory

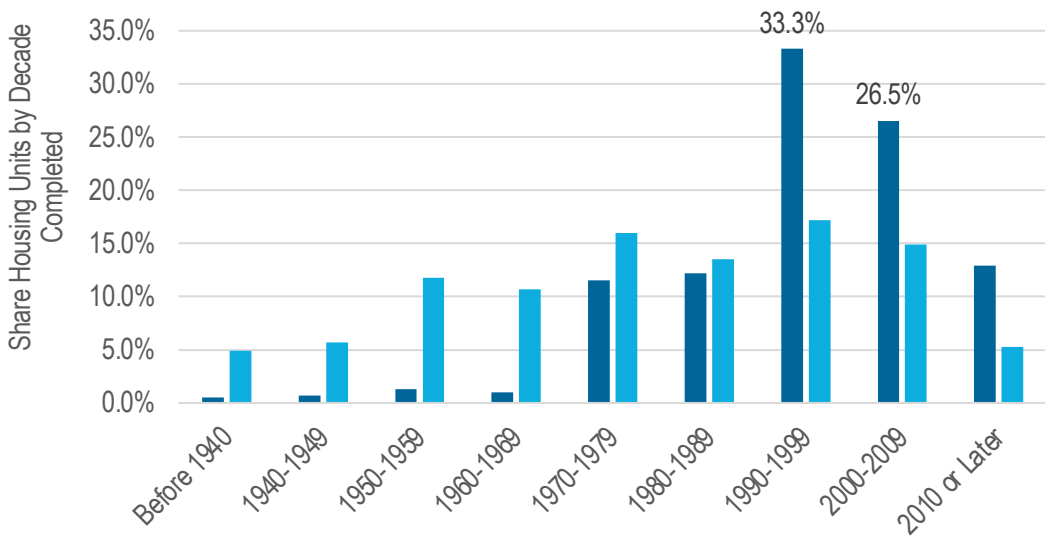
- City of Lakeland’s housing inventory is relatively newer than MSA inventory
- One-third of housing units in City were built during 1990s & more than one-quarter built during 2000s
- Almost half of MSA inventory built prior to 1980; only 15% of City

City of Lakeland

Memphis MSA

Housing Units by Decade Completed

Source: US Census ACS 2015-2020



Median Year Built, 2022

Source: US Census



1997

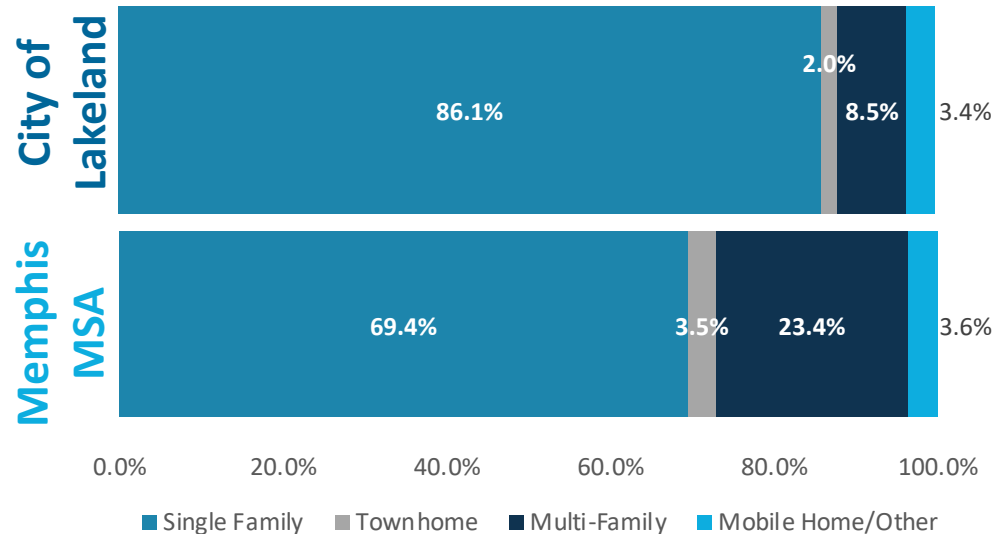


1981

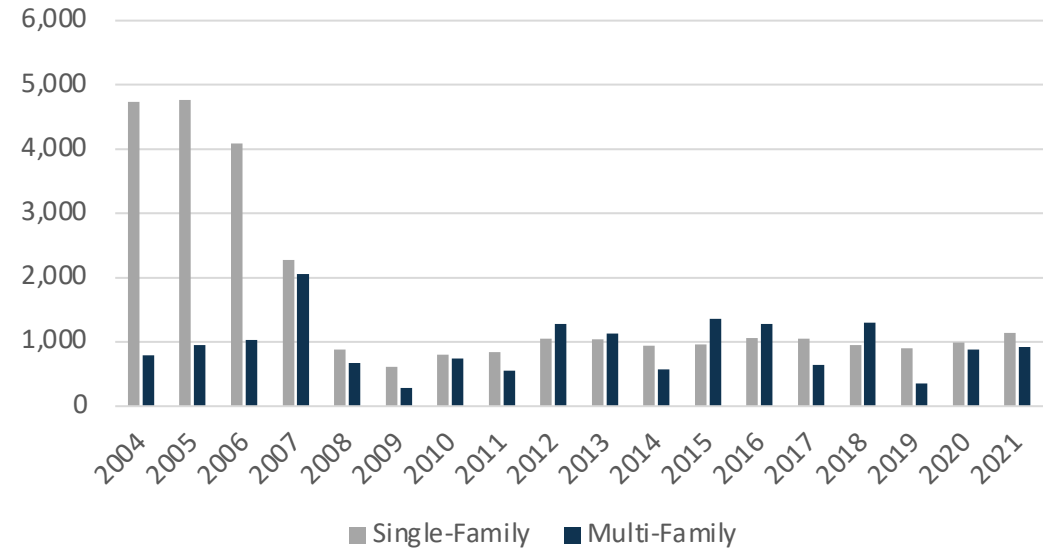
Housing Inventory

- Owner-occupied, single family housing is the most prevalent residential product type in the City of Lakeland
- Shelby County’s residential building permitting activity is more balanced between single family and multi-family development since the Great Recession
- Since 2010, more than 90% of multi-family units permitted in the County were in structures with at least 5 units

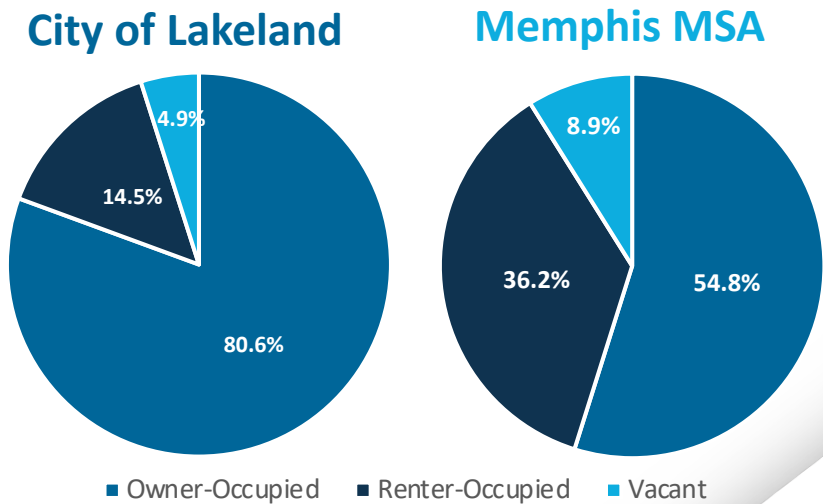
Housing Units by Type
Source: US Census ACS 2015-2020



Residential Building Permits by Product Type, Shelby County, 2004-2021
Source: US Census



Housing Unit Tenure, 2022
Source: ESRI BAO

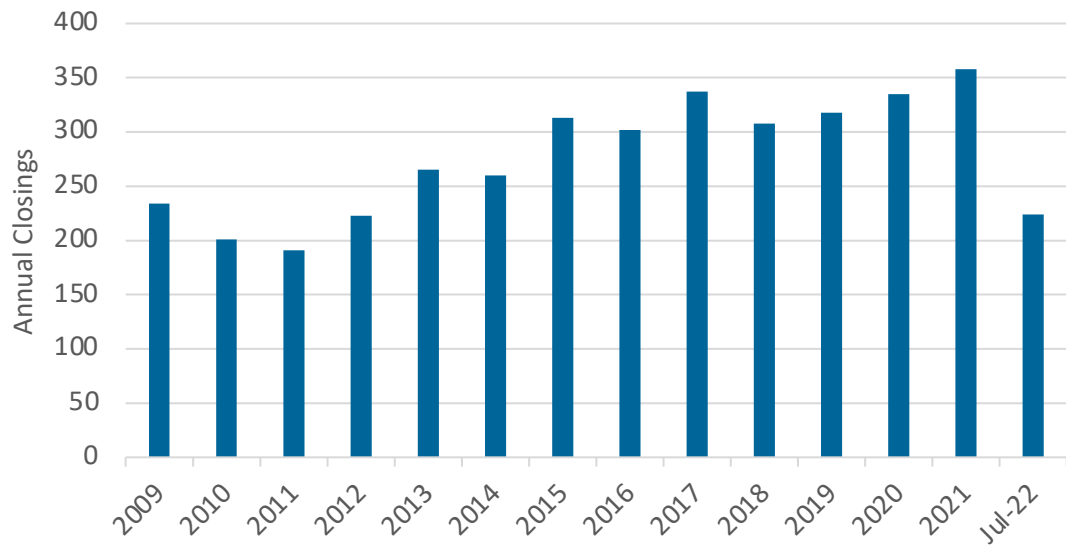


For-Sale Residential Trends

- Volume of residential closings in Lakeland dipped during Great Recession and has since steadily increased with 10-year peak of 358 closings in 2021
- As of July 2022, median closing price in Lakeland is 80% higher than across entire Memphis region
- Median closing price in Lakeland increased two-thirds from ~\$283,200 in 2009 to ~472,750 in July 2022
- Region wide, median more than doubled from ~\$127,800 to ~\$261,500

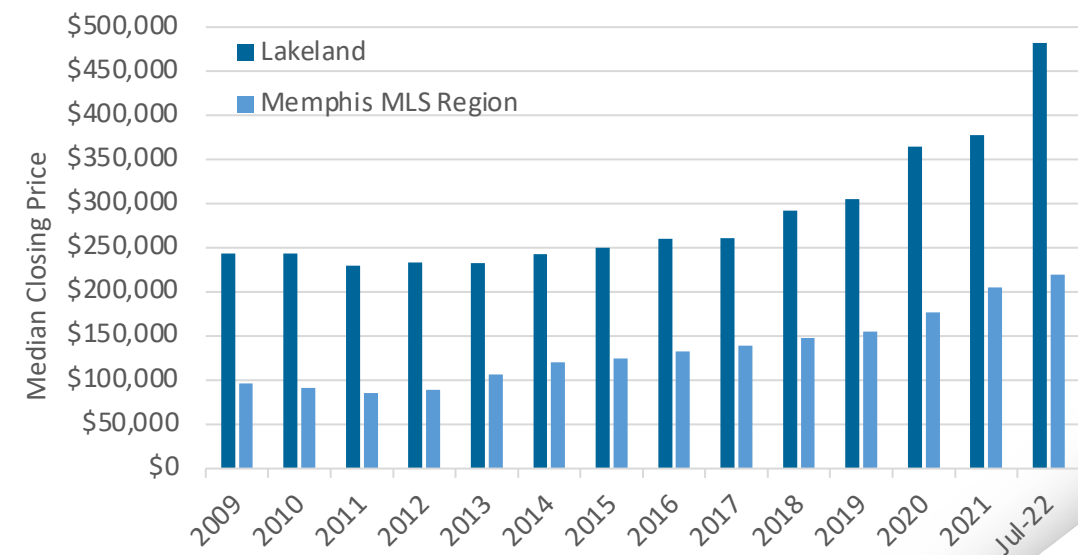
Total Residential Closings, Lakeland, 2009-2022 (July)

Source: Memphis Area Association of Realtors



Median Residential Closing Price, 2009-2022 (July)

Source: Memphis Area Association of Realtors



Local Rental Residential Inventory

- There is only one professionally-managed apartment community in Lakeland, which delivered in 2021.
- Lakeland Town Square contains 138 units and offers a mix of one- and two-bedroom units.
- Current vacancy rate is 1.8%.
- The average 887sf unit rents for \$1,716 per month or \$1.93 per square foot.



Vision Building | Open Discussion

1. What future needed housing options are currently not available in Lakeland?
2. Extent and location of future long-term conservation areas
3. Considerations and direction of the previously adoption Land Use Plan
4. Does the City of Lakeland have a center, and/or should it have a center?

Next Steps

- Public Meeting on September 27 at 6:30 at Lakeland Prep
- Survey online
- Expectations of Subcommittee Members – Champion of the Plan



**CITY-WIDE
COMPREHENSIVE PLAN
PUBLIC ENGAGEMENT MEETING**

WHERE? WHEN?
Please help shape the future of the City of Lakeland by participating in the Lakeland Pulse Comprehensive plan meeting. Join us on **Tuesday, September 27th at 6:30 PM**, in the Lakeland Preparatory School Cafeteria, **5020 Lions Crest Dr., Lakeland, TN 38002**.

SURVEY



The City of Lakeland is developing a Comprehensive plan that will guide future development. Your feedback, both by filling out the survey and participating in the public meeting, will provide valuable input for making informed decisions.
Survey Link:
https://www.surveymonkey.com/r/Lakeland_PULSE

