

City of Olive Branch Mississippi



Comprehensive Plan 2040 A Vision Forward

2022 Update – Adopted December 20, 2022

COMPREHENSIVE PLAN 2040

CITY OF OLIVE BRANCH, MISSISSIPPI

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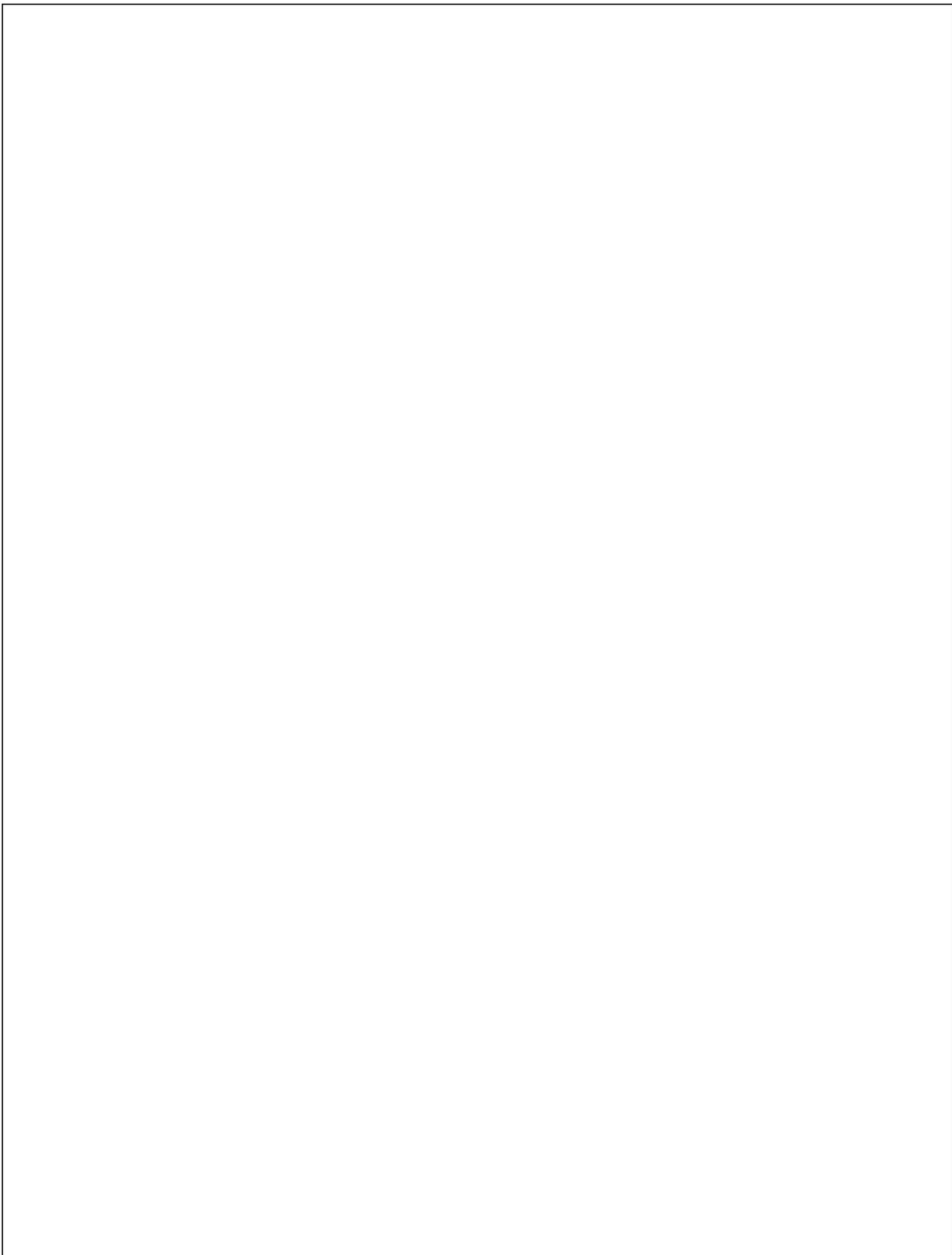
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Chapter 1

INTRODUCTION

What is a Comprehensive Plan?



**The Comprehensive Plan is the
community blueprint to guide
future growth, development,
and conservation.**

INTRODUCTION

What is a Comprehensive Plan?

The purpose of a Comprehensive Plan is to act as a blueprint guiding future growth, development, and conservation for an entire community. A plan should outline goals and objectives while articulating a long-term vision for the community, resulting in a list of feasible actions taking place in both the short-term and long-term. The goals and vision should be a collective statement tied together with input from residents, community leaders, and key stakeholders with an interest in how the future should be shaped.

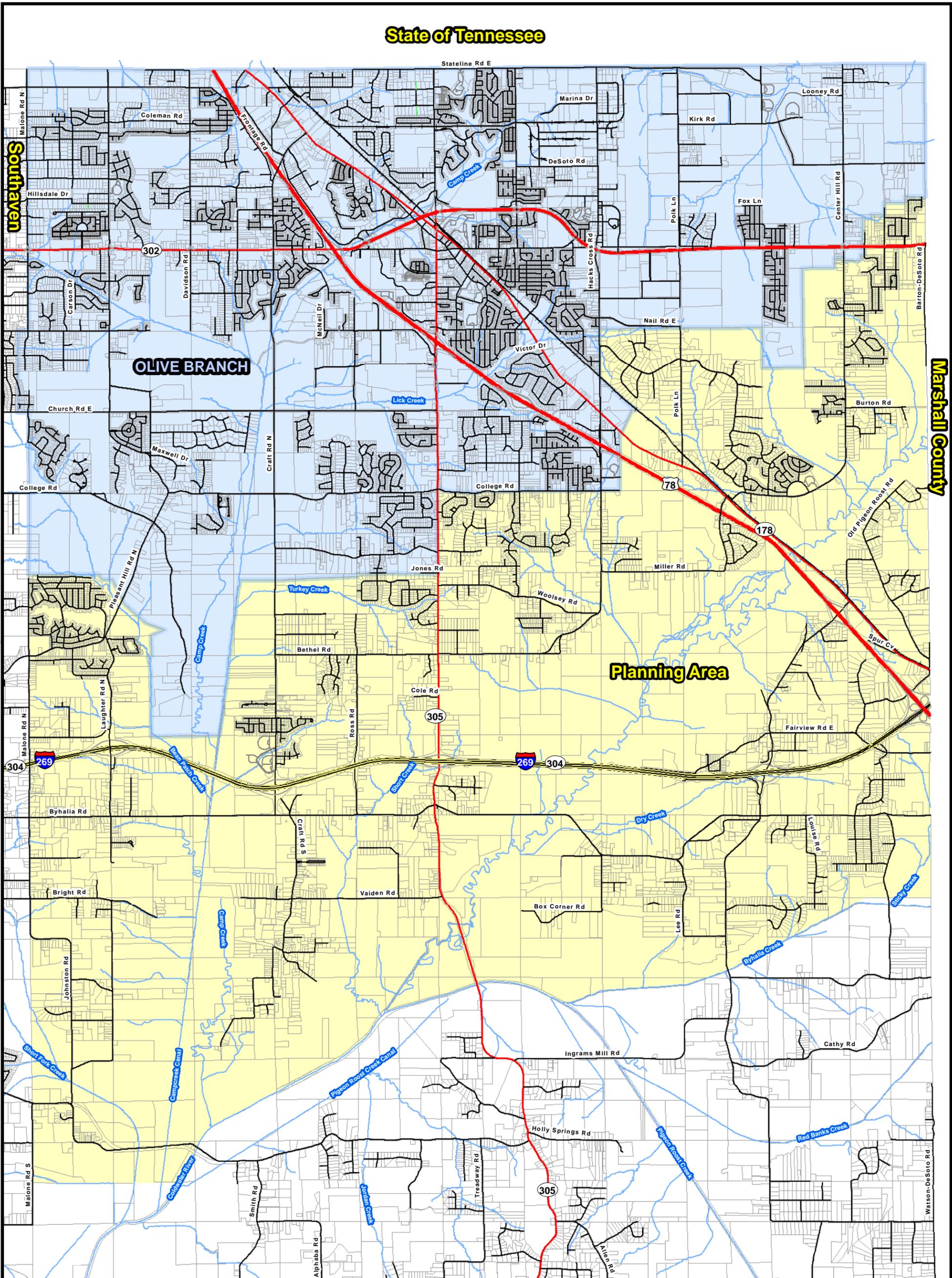
The Mississippi Code defines a comprehensive plan as follows:

§ 17-1-1. Definitions.

- (c) “Comprehensive plan” means a statement of public policy for the physical development of the entire municipality or county adopted by resolution of the governing body, consisting of the following elements at a minimum:
 - (i) Goals and objectives for the long-range (twenty (20) to twenty-five (25) years) development of the county or municipality. Required goals and objectives shall address, at a minimum, residential, commercial and industrial development; parks, open space and recreation; street or road improvements; public schools and community facilities.
 - (ii) A land use plan which designates in map or policy form the proposed general distribution and extent of the uses of land for residences, commerce, industry, recreation and open space, public/quasi-public facilities and lands. Background information shall be provided concerning the specific meaning of land use categories depicted in the plan in terms of the following: residential densities; intensity of commercial uses; industrial and public/quasi-public uses; and any other information needed to adequately define the meaning of such land use codes. Projections of population and economic growth for the area encompassed by the plan may be the basis for quantitative recommendations for each land use category.
 - (iii) A transportation plan depicting in map form the proposed functional classifications for all existing and proposed streets, roads and highways for the area encompassed by the land use plan and for the same time period as that covered by the land use plan. Functional classifications shall consist of arterial, collector and local streets, roads and highways, and these classifications shall be defined on the plan as to minimum right-of-way and surface width requirements; these requirements shall be based upon traffic projections. All other forms of transportation pertinent to the local jurisdiction shall be addressed as appropriate. The transportation plan shall be a basis for a capital improvements program.
 - (iv) A community facilities plan as a basis for a capital improvements program including, but not limited to, the following: housing; schools; parks and recreation; public buildings and facilities; and utilities and drainage.

Section 17-1-11 states that “The governing authority of each municipality and county may provide for the preparation, adoption, amendment, extension and carrying out of a comprehensive plan for the purpose of bringing about coordinated physical development in accordance with present and future needs and may create, independently or jointly, a local planning commission with authority to prepare and propose (a) a comprehensive plan of physical development of the municipality or county; (b) a proposed zoning ordinance and map; (c) regulations governing subdivisions of land; (d) building or set back lines on streets, roads and highways; and (e) recommendations to the governing authorities of each municipality or county with regard to the enforcement of and amendments to the comprehensive plan, zoning ordinance, subdivision regulations and capital improvements program.”

State of Tennessee



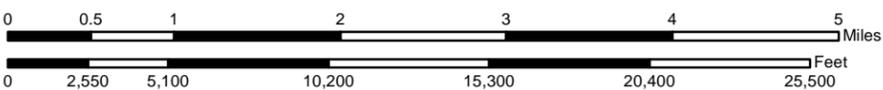
- Railroads
- Municipal Boundary (Effective 5/28/2021)
- Waterways
- Planning Area Outside Municipal Boundary
- Tax Parcels

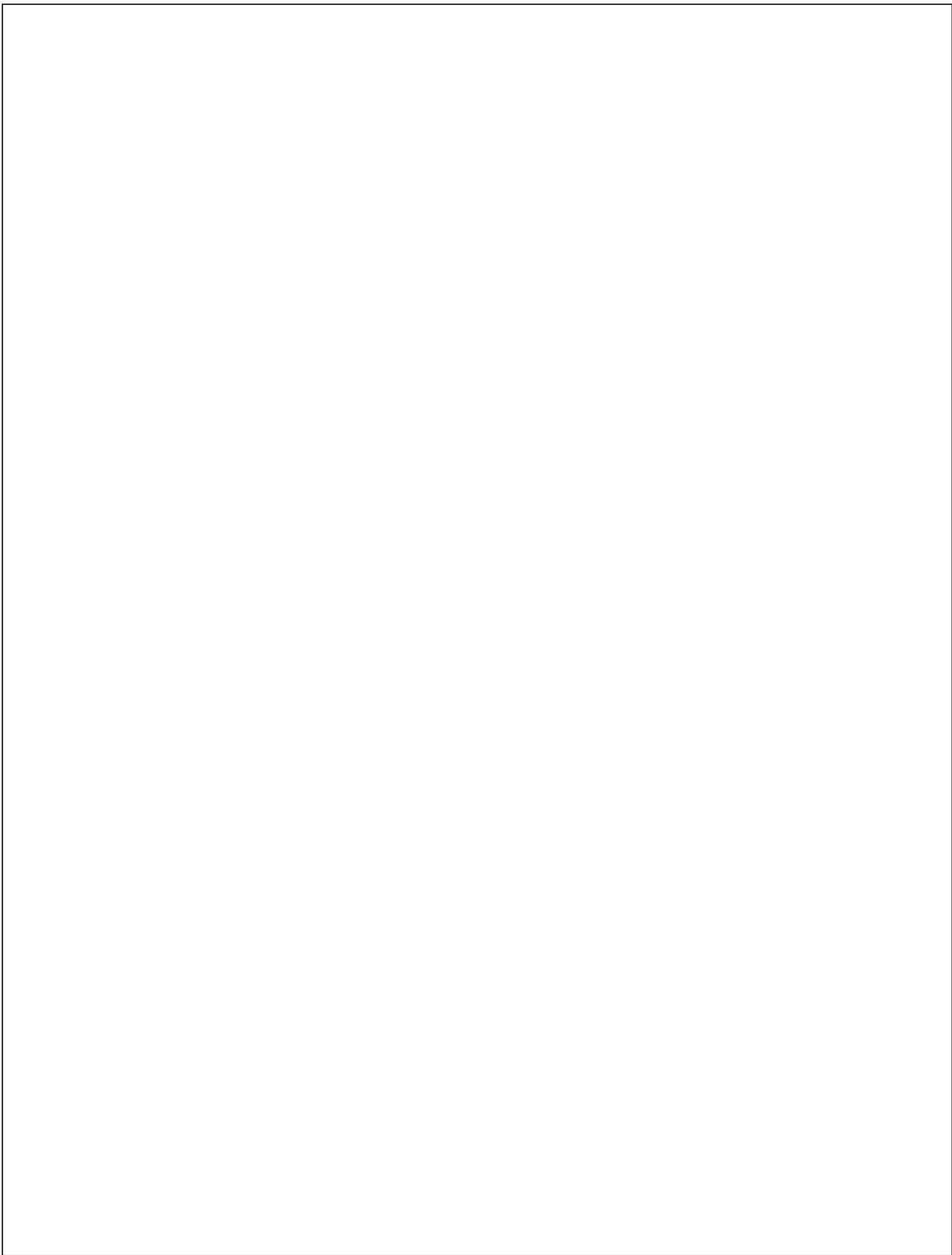
MAP 1.1 Comprehensive Planning Area Base Map

Sources: DeSoto County GIS & Olive Branch GIS



Note: This map is accurate for planning purposes only.







Chapter 2

CURRENT CONDITIONS

CITY HISTORY

ANNEXATION HISTORY

REGIONAL GEOGRAPHY

WATERSHEDS, FLOODPLAINS, AND WETLANDS

GROUNDWATER

SOILS

DEVELOPMENT FOOTPRINT

EXISTING TRANSPORTATION SYSTEMS

ACTIVE TRANSPORTATION NETWORK

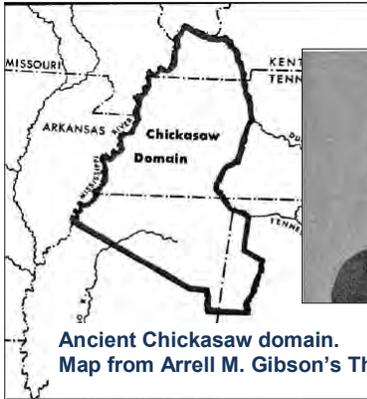
DEMOGRAPHIC ANALYSIS

- **Population Projections**
- **Racial Composition**
- **Educational Attainment**
- **Housing Characteristics**
- **Employment**

SALES TAX DIVERSIONS



Olive Branch is renowned for its quality of life, which has helped the City grow and prosper throughout its history.



Ancient Chickasaw domain.
Map from Arrell M. Gibson's *The Chickasaw*, 1971



Olive Branch School, circa 1925



Wesson House



Olive Branch is rich in both indigenous culture and immigrant history.

SOURCE: Photos MS History Now
Olive Branch Chamber of Commerce

CITY HISTORY

The area now in and around Olive Branch was first inhabited by the Chickasaw. Among the first white settlers to the area were Milton Blocker and Stephen Flinn, who purchased a 1,280-acre tract of land from Chickasaw Chief Lush-Pun-Tubby in 1836. These 1,280 acres comprises the current area of Old Towne Olive Branch, which was originally at the crossroads of several old Chickasaw trails. Pigeon Roost Road became an important transportation route for goods and livestock between Memphis and Holly Springs. As the trip between those cities was a two-day journey, at the halfway point Olive Branch offered travelers lodging for an evening. The large volume of livestock being transported resulted in numerous pens being constructed to hold them for the night. The area became known as “Cowpens.”

In the early 1840s, the area was known as “Watson’s Corner,” after Methodist minister Sam Watson. By the mid-1840s there was enough of a population in the area to merit the establishment of a post office. When asked, the residents of the area selected the name “Olive Branch,” which remains the City’s name to this day. Olive Branch, Mississippi was incorporated in 1873, and elected Ben Wesson as the first Mayor. His home, the Wesson House, constructed in 1875, stands in Old Towne.

Olive Branch remained a relatively small community from its founding up until the 1960s. In 1971, Holiday Inn constructed the Holiday Inn University and Conference Center to the east of town. At the same time, Holiday Inn helped build an industrial park airport. The industrial park attracted 26 industries in its first six years of operation employing over 1,500 people.

These economic initiatives coincided with the first population boom for the area, which saw Olive Branch increase from just over 600 people in 1960 to more than 2,000 by 1980. During the mid-1990s, Olive Branch saw major residential development and growth. By the year 2000, the population had increased to 21,054 from 3,567 at the 1990 U.S. Census. Gaining reputation for quality of life and the quality of its schools, the City continued to grow. The U.S. Census reported a population of 33,484 in 2010 and 39,711 in 2020.

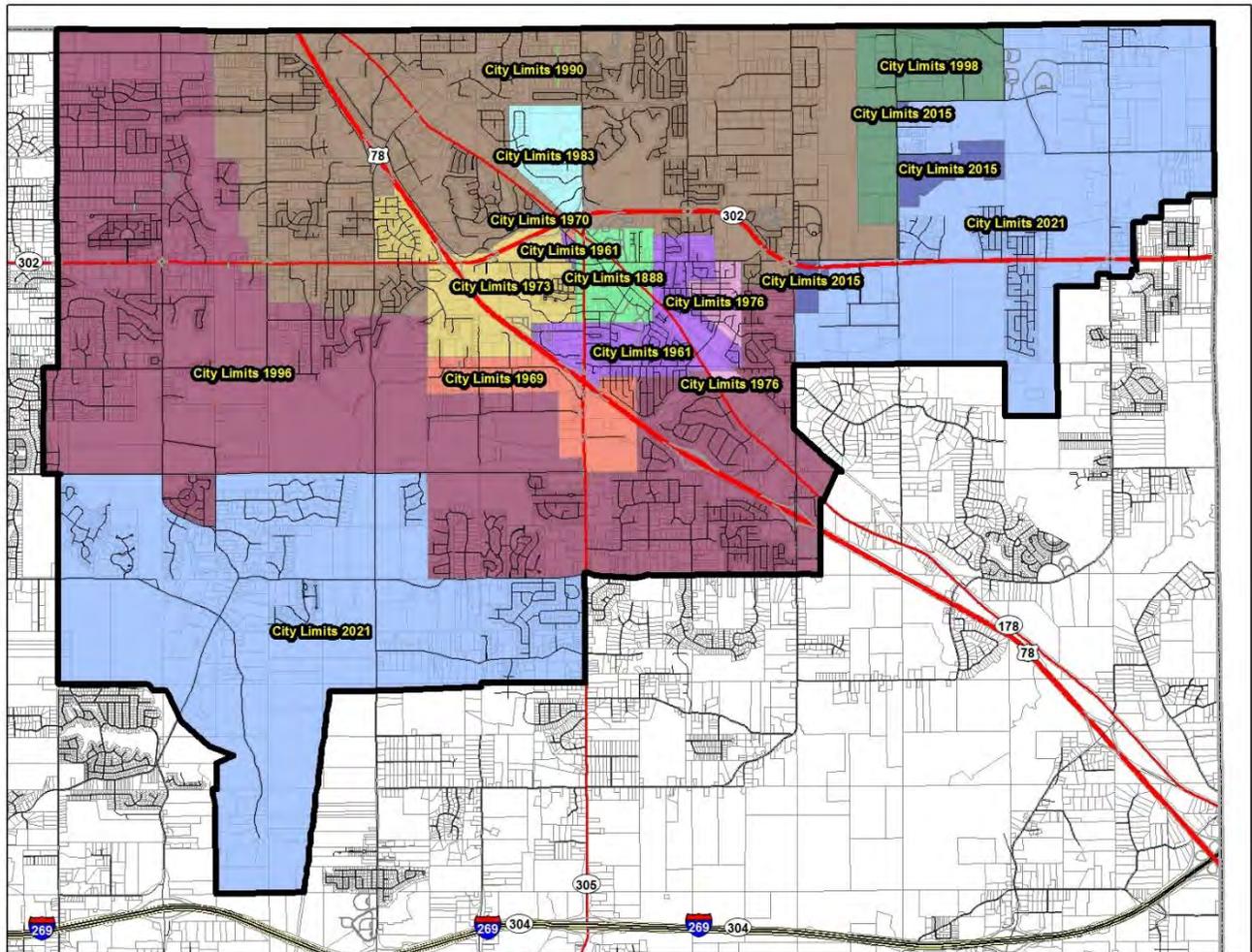


Figure 2.1 Annexation History of Olive Branch, Mississippi

ANNEXATION HISTORY

Over the past 30 years, Olive Branch has experienced exponential growth. According to U.S. Census Bureau statistics, the City’s population grew from 3,567 in 1990 to 39,711 in 2020. Part of this growth came through expansion of the City’s boundaries by annexation. Since its incorporation as a municipality in 1873, Olive Branch has enlarged its corporate boundaries numerous times by annexation. Olive Branch annexed northward to the Tennessee state line in 1990 and west to Malone Road and south to College and Church Roads in 1996, as depicted in Figure 2.1.

Prior to 2021, the 1996 annexation had been the City of Olive Branch’s largest expansion of its boundaries to include residential and commercial areas. In addition, Olive Branch completed small annexations in 1998 and 2015 of properties for the specific purpose of future industrial sites.

Beginning in the early 2000's - and to set the stage for future annexation into growth areas primarily located to the south and east of the boundary established in 1996 - Olive Branch made tangible infrastructure improvements and extended municipal services. Such infrastructure improvements and services included the acquisition of numerous private utility systems, extensions of the City's water, sewer, and natural gas systems, and the creation of a municipal fire district with protection provided by the City of Olive Branch Fire Department.

Initiated in 2018 and effective May 28, 2021, the City annexed 18.8 square miles with an estimated population of 6,600 residents. This increased the geographical footprint of Olive Branch to 56 square miles with a population approaching and soon expected to surpass 50,000 residents.

Annexations are critical to the future of municipalities, as over time, existing housing inventories and commercial properties age, new development occurs, and the amount of available vacant land for future development within existing city limits needs to be replenished. Growth by annexation is a primary method to replenish a municipality's land supply. This is important so a city can attract new businesses and developers, and the city's existing residents and property owners can enjoy new amenities and developments.

The 2018 completion of Interstate 269 south of the existing corporate boundaries and the location of school complexes is contributing to changing traffic and development patterns. These factors are expected to influence the City's plans for future municipal expansion.

REGIONAL GEOGRAPHY

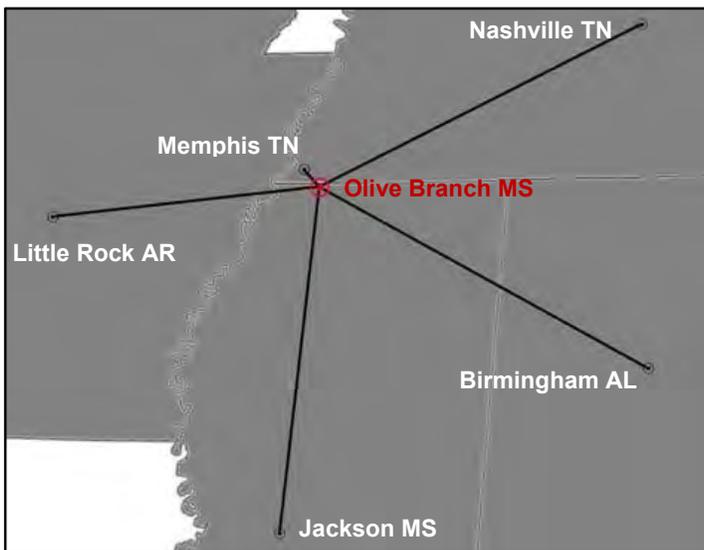


Figure 2.2 Olive Branch Location Map

Olive Branch is located in North Mississippi within the Memphis Metropolitan Statistical Area (MSA). It is estimated to be the 5th largest municipality in the Memphis metropolitan area, and the 5th largest in Mississippi. Proximity to these metropolitan areas is shown in Figure 2.2.

City Hall is approximately 18 miles from Downtown Memphis, 140 miles from Little Rock, Arkansas, 190 miles from Jackson, Mississippi, 190 miles from Nashville, Tennessee and 200 miles from Birmingham, Alabama. Interstate 22 (I-22) runs through the City while MS HWY 302 and MS HWY 305 are important secondary highways.

Interstates 55 (I-55) and 269 (I-269), in the near vicinity, help facilitate traffic around the Olive Branch area. The BNSF Railway connects Memphis and Birmingham along the I-22 corridor.

WATERSHEDS, FLOODPLAINS, AND WETLANDS

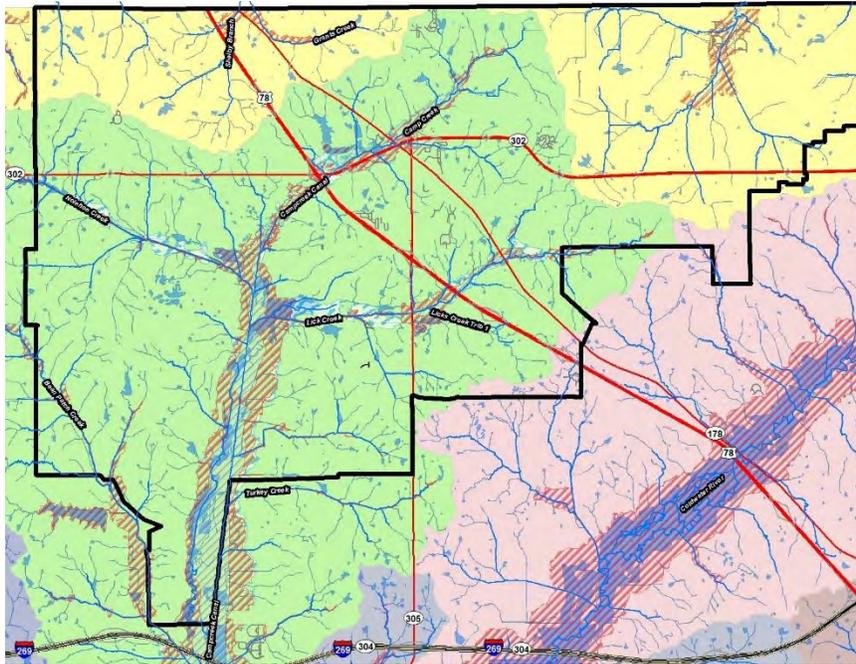


Figure 2.3 illustrates the two major drainage basins in the Olive Branch area, the Nonconnah Creek and the Coldwater River. The figure shows the Nonconnah Creek basin is in yellow, while the Coldwater River is in purple. Camp Creek, shown in green, is a sub-basin of the Coldwater River, but makes up most of the City of Olive Branch's drainage area. Each of the basins has a primary waterway and an associated floodplain. Within the City limits, most of the floodplain occurs along the Camp Creek waterway.

Figure 2.3 Watersheds in Olive Branch

The wetlands inside the municipal boundary are mostly classified as freshwater forested / shrub wetland and are located in and around floodplains. Freshwater ponds are also located sporadically across the City.

GROUNDWATER

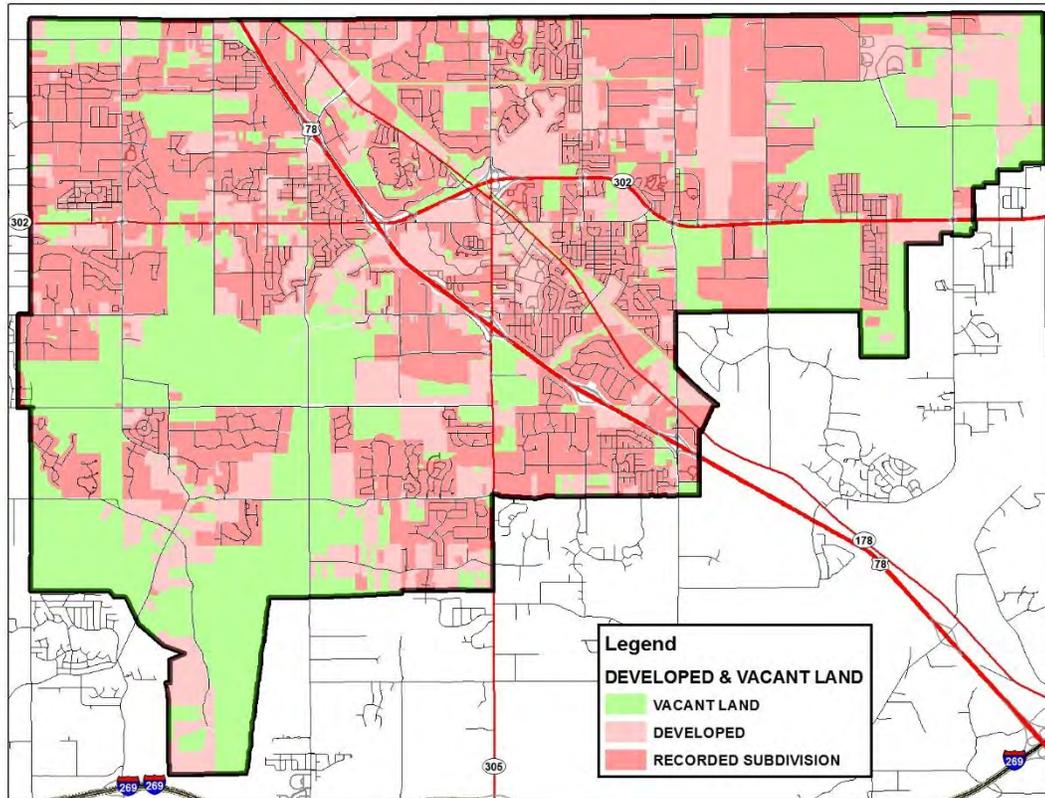
MEMPHIS SAND / SPARTA AQUIFER



Figure 2.4 Groundwater Regional Map

SOURCE: U.S. Geological Survey

As shown in Figure 2.4, Olive Branch gets its drinking water from the Memphis Sand/Sparta Aquifer, one of the highest quality water sources in the world. The Memphis Aquifer holds over 100 trillion gallons and spans eight (8) states. Generally, the aquifer is protected from contamination by the Claiborne Confining Unit, a layer of clay soil atop the aquifer. Recharge areas for the aquifer exist in multiple locations across the City. Special attention should be given to any development with contamination potential. The quality and ready supply of water is one of the area's greatest strengths and warrants protection.



2.5 Developed and Vacant Land in Olive Branch, MS

DEVELOPMENT FOOTPRINT

Figure 2.5 displays the areas of Olive Branch that were developed and/or subdivided into residential, commercial and industrial lots for development as of March 1, 2022. The areas in green represent undeveloped and un-platted land areas. These land areas include those constrained by environmental conditions as well as areas that may be entitled for future development under approved master plans, but that have yet to have been platted.

Approximately two-thirds of the City’s 56 square miles (accounting for the 2021 annexation) was developed and/or subdivided into residential, commercial and industrial lots for development as of 2022, with approximately one-third undeveloped and un-platted. Figure 2.5 does not show environmental constraints; therefore, the percentage of land that is vacant and unconstrained is not indicated.

SOILS AND SLOPES

Olive Branch is located in the North Central Hills region of Mississippi, which is characterized by bands of sand and clay soils not generally suitable for large scale agriculture and considered “very limited” for septic tank usage. Though the City is not as hilly as many parts of North Mississippi, there are some areas of slopes that may present challenges or impediments for land development. Ideal building conditions are on slopes of less than 10%. Slopes from 15% to 25% are developable lands, but substantial grading at additional expense is needed to avoid future instability and erosion. Slopes greater than 25% are generally unsuitable for urban development. Less than one square mile within the City’s 56 square mile footprint has slopes exceeding 15%.



According to Bicycling.com, children are more likely to ride bikes to school if the crossing guards, bike racks, and promotional material covering things like suggested bike routes and safety measures are provided.

SOURCE: Photo VeryWellFamily.com

EXISTING TRANSPORTATION SYSTEMS

Olive Branch’s transportation network includes a variety of facilities that supports numerous modes of travel, including automobile, truck, rail, bicycle, pedestrian, and air. Olive Branch Engineering and Public Works Departments oversee the maintenance of more than 250 miles of local streets, many with sidewalks. Olive Branch’s street network contains a variety of street types that serve various functions. I-22 (aka I-78) and “Old” 78 (HWY 178) dissect the City northwest to southeast and MS HWY 305 is the major north-south route. These are main corridors into the Memphis metropolitan area.

MS HWY 302 is the primary east/west route through Desoto County’s cities and population centers. Major collector roads are located on a one-to-two mile grid pattern and include Craft Road, Pleasant Hill Road, Hacks Cross Road, Stateline Road, and Church Road. Local roads are generally constrained by the bounds of subdivisions, with individual subdivisions having exits.

The City owns and maintains a municipal airport (FAA LID: OLV), which is surrounded by several industrial parks. Olive Branch is part of the Memphis Urban Area Metropolitan Planning Organization (MPO); a federally designated organization tasked to carry out the comprehensive and coordinated transportation planning process for the entire Memphis region. Mississippi Department of Transportation (MDOT) oversees major transportation projects in and around Olive Branch. MDOT and the Memphis MPO define the functional classification of roads in Olive Branch.



ACTIVE TRANSPORTATION NETWORK

Pedestrian walking paths, trails, roadside bike lanes, and sidewalks are important parts of the city’s transportation network. Providing alternative modes to the automobile to connect neighborhoods with schools, shopping areas, parks, institutions and employment centers helps to reduce traffic while providing a valuable recreational amenity to improve quality of life.

Hiking in Mississippi identifies over 70 trail destinations in the State, many with multiple trails... and identifies natural surface hiking trails worth traveling to as a hiking destination. The organization lists both longer and shorter trails for consideration.

SOURCE: Hikinginmississippi.com

Olive Branch, like many municipalities across Mississippi and the nation, is experiencing an increase in demand for bicycle and pedestrian mobility options. Currently, there are approximately 6 miles of bike lanes in the City and a sidewalk network. The City is working to expand and connect bicycle lanes and sidewalks throughout the City. The goal is to have a well-connected system that will allow residents to walk and bike all around the City safely and efficiently.

DEMOGRAPHIC ANALYSIS

This demographic analysis is a compilation of information such as population, race, age, housing, and economic data to establish a community profile. The majority of the data analyzed comes from the United States Census, which is updated every ten years, with certain data sets published at more frequent intervals through the American Communities Survey. Establishing the community profile is an important step in understanding how the City of Olive Branch has evolved over the past 30 years, and will continue to evolve into the future.

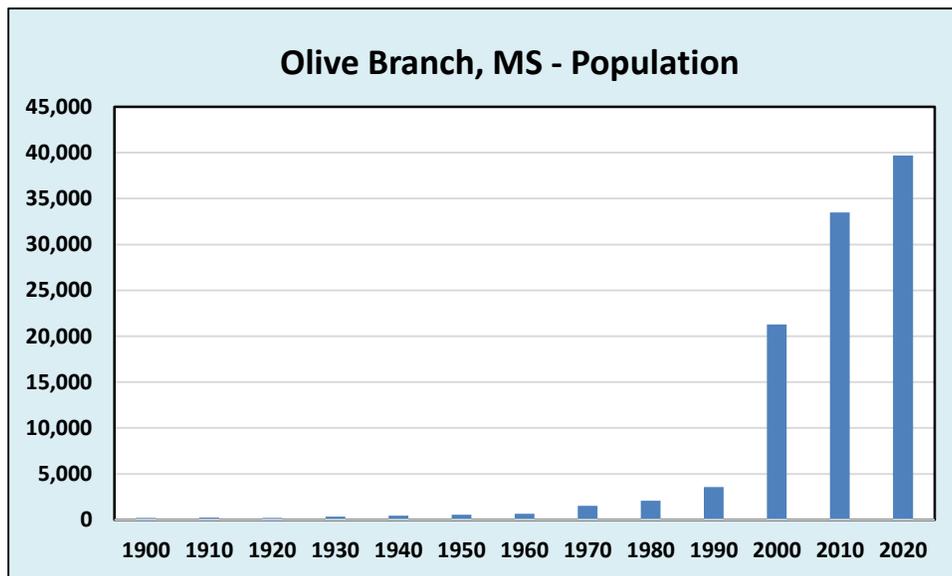


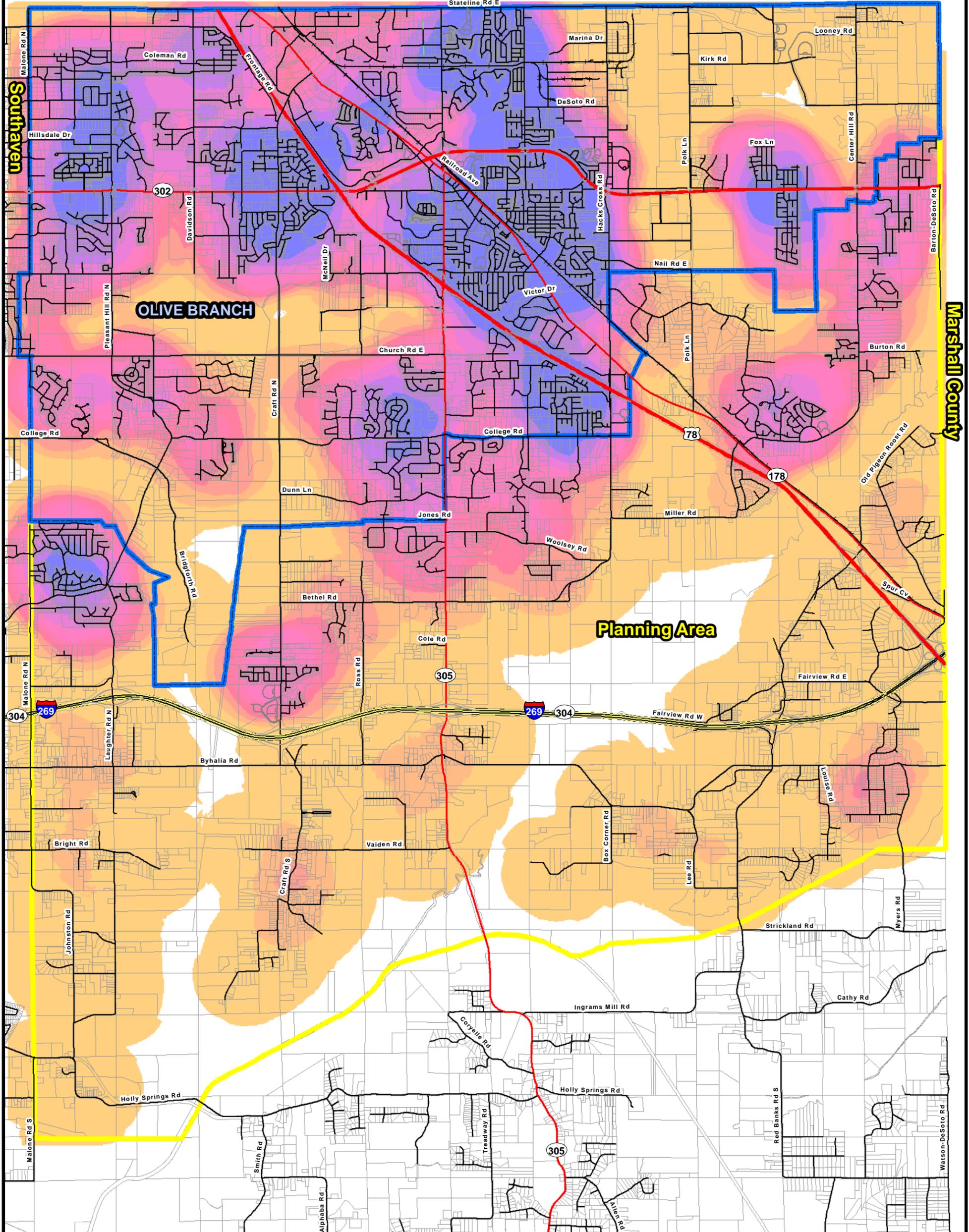
Figure 2.6 Historic Population of Olive Branch
 SOURCE: US Census Bureau, City of Olive Branch Planning Dept.

Population Analysis

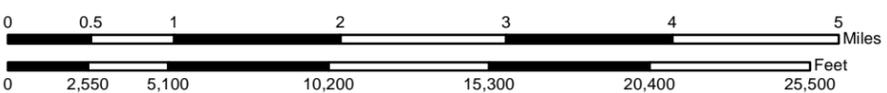
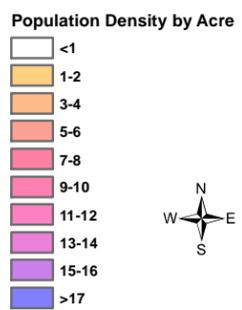
Figure 2.6 illustrates Olive Branch’s modest growth between 1900 and 1960, where the average growth rate was 24% per decade. Between 1960 and 1990, population grew at an average rate of 82% per decade and between 1990 and 2020, the average population growth rate per decade was 191%. The increases were a result of spillover effects of growth in Memphis, TN, and various City annexations in the 1980s and 1990s. With 6,636 residents added in the 2021 annexation along with additional land for development, growth trends will continue in the current and upcoming decades.

Map 2.1 is a “heat map” showing population concentrations, or densities, based on the number of housing units per acre. The data utilized in production of this map was extrapolated from the existing 911 residential addresses maintained by the DeSoto County 911 Authority.

State of Tennessee



- Railroads
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary
- Tax Parcels



Sources: DeSoto County GIS & Olive Branch GIS



MAP 2.1 Population Concentration Map

Note: This map is accurate for planning purposes only.

2020 Population	39,711
2010 Population	33,484
Difference	6,227
Total births (2010-2019)	4,182
Total deaths (2010-2019)	2,984
Growth due to natural Increase (births minus deaths)	1,198
Growth due to in-migration (2010-2020)	5,029
Total growth	6,227

Figure 2.7 Olive Branch Natural Increase and Migration

Source: U.S. Census Bureau Decennial Census Data and Mississippi Department of Health - Statistics

Natural Increase and Migration

Between the years 2010 and 2020, the population of Olive Branch increased by 6,227 residents. Figure 2.7 shows growth broken down by natural increase (the number of births minus the number of deaths reported for residents of Olive Branch) and in-migration (people moving into the City of Olive Branch during the 10-year time frame). Of the 6,227 additional residents, 81% were new residents moving into the City. The large number of residents from in-migration illustrates that Olive Branch is seen as an attractive City for relocation. This is an important trait as the City pursues continued growth. More than 4,000 births over the decade is an important component of growth illustrating that Olive Branch is perceived as an attractive City to raise a family.

Population – Age & Gender

In the following tables, the distribution of residents in 5-year age-groups, broken down into male and female is shown for 2010 and 2020. The younger age groups are generally larger than the older populations, although the larger populations also help to identify the age groups a city is attracting.

Figures 2.8 (2010) and 2.9 (2020) show sizable populations in the under-20 age groups, as well as the 30 to 45-year age groups. A large younger population represents stability, especially if a majority of that population stays in Olive Branch to raise children. The sizes of the middle age cohorts (the age of most parents) on both figures show that keeping children in Olive Branch as they age needs to remain a high priority to help the city continue to grow. Olive Branch is a destination for families and maintaining its appeal to families will continue to be important over the next 30 years.

One noticeable trend between 2010 and 2020 is the increase in the older cohorts, 50+. This is indicative of perceived benefits of either moving to, or remaining in Olive Branch in later working years and into retirement.

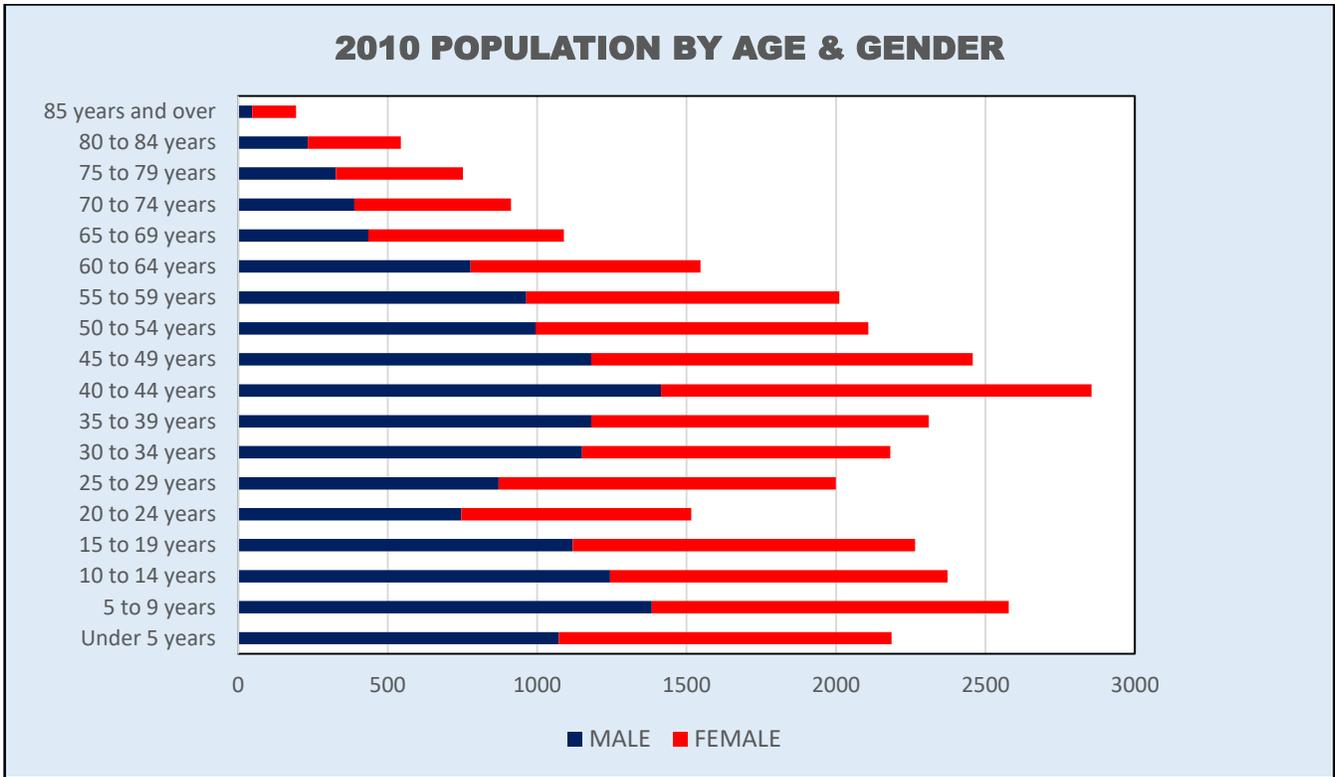


Figure 2.8 Population – Age & Gender, 2010

SOURCE: U.S. Census Bureau – American Community Survey 5 Year Estimate

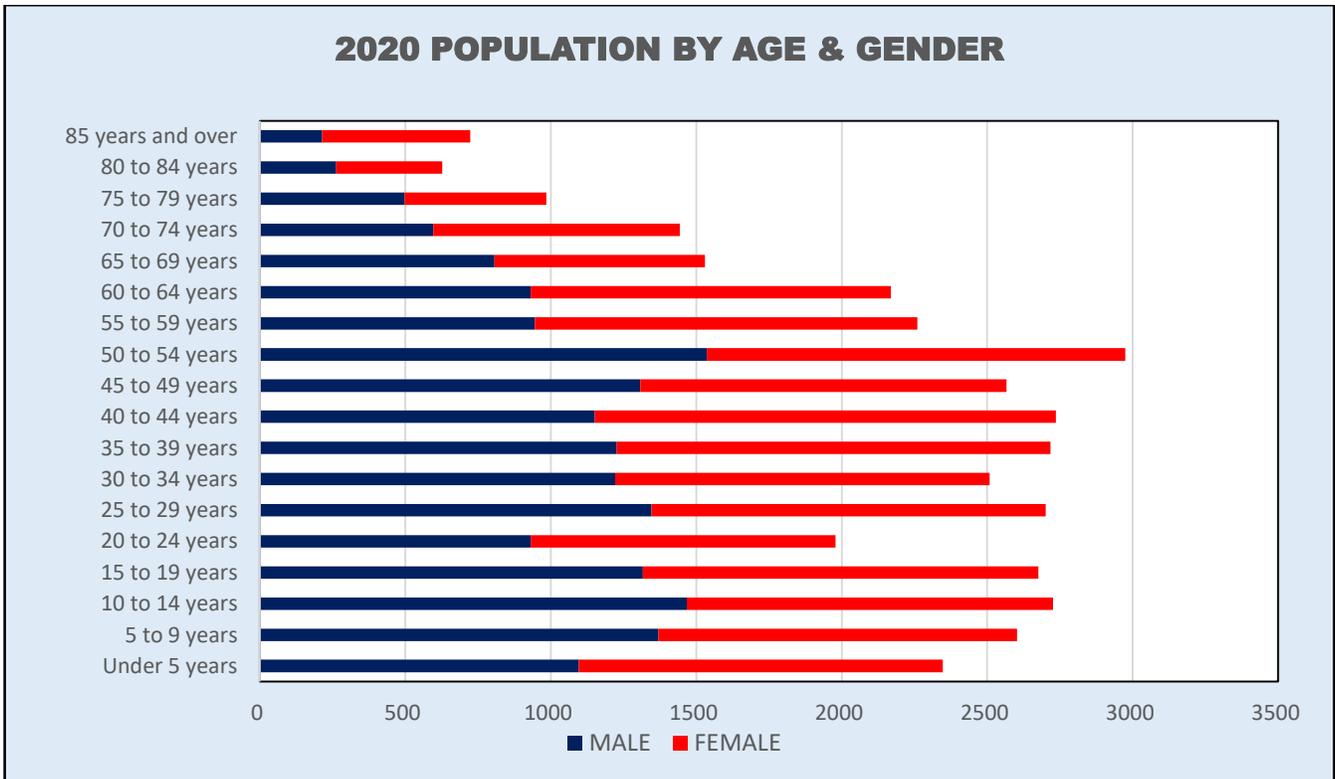


Figure 2.9 Population – Age & Gender, 2020

SOURCE: U.S. Census Bureau – American Community Survey 5 Year Estimate

Population – Current Estimate & Projections

Olive Branch has seen tremendous growth over the last 30 years, growing from a relatively small town of several thousand in 1990 to a major City of just under 40,000 in 2020 which will surpass 50,000 by the middle part of this decade. This has been the result of natural population growth (births minus deaths), in-migration, and growth through major annexations. For example, the 1996 annexation contributed to 496% population growth between 1990 and 2000.

Census Year	Population	Percent Growth (Previous Census)
1990	3,567	73%
2000	21,269	496%
2010	33,484	57%
2020	39,711	19%

As a result of the annexation that became official on May 28, 2021, it was estimated that an additional 6,636 residents became part of the Olive Branch population. In addition, there were 571 residential units (comprised of 527 single family detached, 20 single family attached, and 24 apartment units) that were approved for occupancy within the City from 2020 Census day (i.e. April 1, 2020) to April 1, 2022. Applying the 2.56 Persons Per Household (PPH) number from the 2020 census, the population increase from new housing units built and occupied over the past two years is 1,462 residents. **The estimated population of Olive Branch as of April 1, 2022 is 47,809** (i.e. 39,711 + 6,636 + 1,462).

Due to relatively small base population, rapid growth rates, and rate disparities throughout the past decades which have been impacted by annexations, the use of historical growth rates to project future population growth is limited. Instead, use of historical building permit records appear to provide a more suitable source to make projections. In fact, for the 22-year period between January 1, 2000 and December 31, 2021, the City permitted an average of 326 single family residential units per year. With application of PPH, these permitting records track relatively close to the population increase shown in the 2020 Census, which does not account for the residents added in the 2021 annexation.

Using 326 units and 2.6 PPH as a baseline for making population projections results in 848 residents per year, or 15,264 total for the 18 year period. This “midrange” population projection shows 63,073 total residents by 2040.

For the 22 years of historical building permit records, the peak 5 year period for permits was 2002-2006 (600 per year) and the lowest was 2008-2012 (109 per year). These represent deviations of 84% and 67% respectively from the 326 unit average and demonstrate the cyclical nature of the housing market. There is a likelihood that actual growth rates will vary and be determined by many factors both within and outside of the City’s control, such as national economic and housing trends, regional growth patterns, and local housing policy. For this exercise, both a low and high projection have been incorporated based upon a prospective deviation of 33% from the 326 unit per year average.

As shown in Figure 2.10, with the mid-range population projection estimated at just over 63,000, applying this methodology yields a low end 2040 population projection of 58,000 residents and an upper end of 68,000. If the City were to undertake a large annexation before 2040, it is conceivable that 5,000-10,000 additional residents could increase the City’s population over projections.

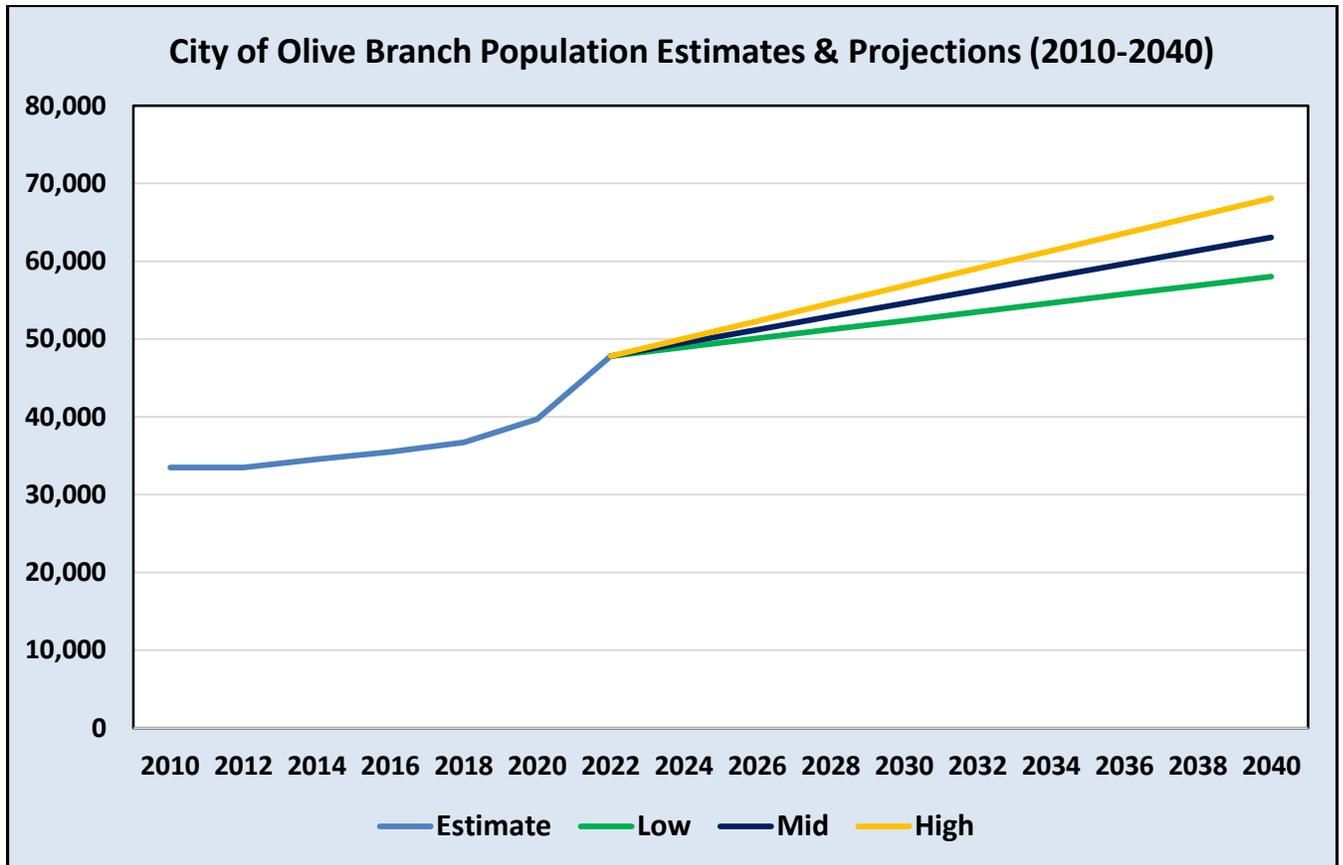


Figure 2.10 Olive Branch Population Growth Estimates

SOURCE: City of Olive Branch Planning & Development Department
 U.S. Census Bureau – American Community Survey (ACS)

Year	Estimate	Projections		
		Low	Mid	High
2010	33,484			
2012	33,484			
2014	34,543			
2016	35,508			
2018	36,721			
2020	39,711			
2022	47,809	47,809	47,809	47,809
2024		48,945	49,504	50,064
2026		50,081	51,199	52,318
2028		51,216	52,895	54,573
2030		52,352	54,590	56,827
2032		53,488	56,285	59,082
2034		54,624	57,980	61,337
2036		55,759	59,675	63,591
2038		56,895	61,371	65,846
2040		58,031	63,066	68,101

City of Olive Branch Population by Race	2010		2020		Percent Change
	Number	Percent	Number	Percent	
Total Population	33,484		39,711		18.6%
White	23,940	71.5%	21,944	55.3%	-8.3%
Black	7,743	23.1%	13,881	35.0%	79.3%
American Indian	61	0.2%	117	0.3%	91.8%
Asian	435	1.3%	696	1.8%	60.0%
Native Hawaiian	23	0.1%	26	0.1%	13.0%
Other / Two or More	1,282	3.8%	3,047	7.7%	137.7%

Figure 2.11 Olive Branch Racial Composition
Source: United States Census Bureau Decennial Census

Racial Composition

Figure 2.11 shows changes in Olive Branch’s racial composition over the past decade. While Olive Branch continues to have a majority white population, African Americans are growing at a substantial rate and represent a larger percentage of the overall population. Also growing substantially between 2010 and 2020 was the number and percentage of those listed as “Other” and those that reported being “Two or more” races. The community increased in its diversity in previous decennial census periods and this trend is likely to continue through the 2040 planning period.

Educational Attainment

The educational attainment for residents in Olive Branch ages 25 and older is generally higher than the State of Mississippi and DeSoto County. More than one in three Olive Branch residents have some sort of college degree (Associates degree or higher), while only 8.7% of residents have less than a high school diploma. Strong educational attainment points to Olive Branch having a strong, well educated work force.

As shown on Figure 2.12, Olive Branch exhibits the educational attainment levels attractive to employers. A well-educated workforce is a positive attribute to bring higher paying jobs to the City and to further strengthen the local economy. Building and maintaining an attractive environment for highly educated workers will be an important goal for the City to focus on over the next 20 years.

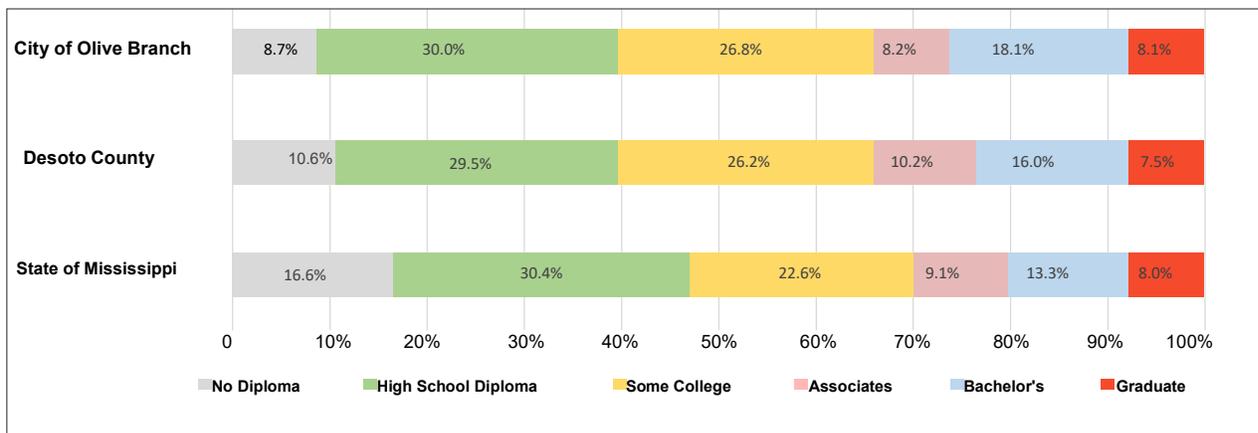


Figure 2.12 Educational Attainment
Source: U.S. Census Bureau American Community Survey 2013-2017

Housing Characteristics

The United States Census Bureau documents numerous housing characteristics that provide insight into the distribution of owner and renter occupied units, the vacancy rate of units, the types of units, the year units were built, etc. Understanding the trends behind the housing stock of Olive Branch is an important consideration in addressing future needs.

- **Households and Families**

The U.S. Census Bureau defines a household as follows: “A household consists of all the people who occupy a housing unit.” Similarly, a family is defined as: “A family is a group of two people or more related by birth, marriage, or adoption and residing together.” The main difference between a household and a family is that in a household, residents do not have to be related to one another. For the purpose of this analysis, the focus will be on measuring changes in households.

- **Housing Occupancy, Unit Type, and Age**

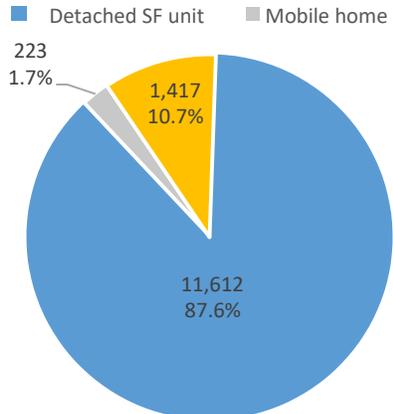


Figure 2.13 Housing Unit Type, 2019
 SOURCE: U.S. Census Bureau American Community Survey

According to the Census Bureau, Olive Branch gained 2,600 housing units between 2010 and 2020. Of 15,542 housing units reported in the 2020 Census, approximately 94% (14,599) were occupied and 6% (943) were vacant. In 2010, approximately 93% (12,078) were occupied and 7% (864) vacant.

The percentage of housing units occupied by renters has increased somewhat between 2010 and 2020. It was estimated that in 2010, 19% of housing units in Olive Branch were renter-occupied and 81% owner-occupied. According to the American Community Survey published by the US Census Bureau, renter occupied units increased to 23%, with owner-occupied at 77% by 2020. Relative to other cities, this is not an extremely high percentage.

As shown in Figure 2.3, the Census Bureau American Community Survey estimated that 87.6% of all occupied residential units in Olive Branch were single family, detached homes (Figure 2.13) in 2019. Mobile and manufactured homes represented less than 2% of residences, and multi-family units account for 10.7% of occupied housing units.

These percentages illustrate that Olive Branch is a predominantly comprised of single family, owner owner-occupied homes. Yet it will be important for future investment in housing to be diversified into different types to ensure the needs of prospective residents can be accommodated. Investment in ongoing maintenance is equally important. According to 2019 estimates, approximately 12% of the occupied housing units in Olive Branch were constructed prior to 1980. Almost one half (48.9%) of the housing units were built between 1980 and 1999 and approximately one-third (33.24%) were constructed between 2000 and 2009. The remaining 6% of homes have been built since 2010.

City of Olive Branch	2010		2020		Change	
	Number	Percent	Number	Percent	Number	Percent
<i>Household Income</i>						
Less than \$5,000	117	1.00%	195	1.40%	78	66.00%
\$5,000 to \$9,999	129	1.10%	267	1.92%	138	106.63%
\$10,000 to \$14,999	341	2.90%	245	1.76%	-96	-28.08%
\$15,000 to \$19,999	552	4.70%	422	3.03%	-130	-23.57%
\$20,000 to \$24,999	329	2.80%	450	3.23%	121	36.81%
\$25,000 to \$34,999	869	7.40%	965	6.93%	96	11.01%
\$35,000 to \$49,999	1,586	13.50%	1,294	9.29%	-292	-18.40%
\$50,000 to \$74,999	2,620	22.30%	2,701	19.39%	81	3.11%
\$75,000 to \$99,999	2,455	20.90%	2,794	20.06%	339	13.80%
\$100,000 to \$149,999	1,985	16.90%	3,255	23.37%	1,270	63.96%
\$150,000 or more	764	6.50%	1,343	9.64%	579	75.89%
<i>Total Households</i>	11,747		13,931			
<i>Median household income</i>	\$69,030		\$78,939		\$9,909	14.35%

Figure 2.14 Olive Branch Household Income Characteristics, 2010-2020

Source: U.S. Census American Community Survey 5-Year

▪ ***Income Characteristics***

The American Communities Survey (ACS) is a survey conducted by the U.S. Census Bureau to estimate data between decennial censuses. The ACS 5-year estimates provide data for household income, housing affordability, and other economic indicators. Figure 2.14 shows that there has been a nominal increase in the number of households in lower income ranges between 2010 and 2020. However, the percentage of households with annual incomes less than \$35,000 shrunk from 20% to 18% of the respective total number of households between 2010 and 2020. The percentage of households with annual incomes between \$35,000 and \$75,000 also decreased from 36% to 29% of the respective total number of households between 2010 and 2020. These reductions were offset by an increase of 2,188 households with annual incomes greater than \$75,000, growing from 44% to 53% of total households between 2010 and 2020. The largest growth occurred in the percentage of households earning between \$100,000 and \$150,000 at the higher end of the income spectrum.

Overall, there was a 14% increase in median household income from approximately \$69,000 to \$79,000 over the 10 year period. The more robust growth in the higher income populations bodes well for the economic future of Olive Branch. While the City's poverty rate may be relatively low, continued efforts to promote economic development will remain critical to provide better job opportunities for the Olive Branch citizens and increase incomes for households at the lower end of the income ranges.

City of Olive Branch Total Civilian employed population 16 years and over / North American Industry Classification System (NAICS) Label	2020	
	Estimate	% of Total
	19,652	100.00%
Agriculture, forestry, fishing and hunting, and mining	107	0.54%
Construction	1,016	5.17%
Manufacturing	2,313	11.77%
Wholesale trade	1,079	5.49%
Retail trade	1,934	9.84%
Transportation and warehousing, and utilities	3,191	16.24%
Information	93	0.47%
Finance and insurance, and real estate and rental and leasing	786	4.00%
Professional, scientific, and management, and administrative and waste management services	1,864	9.49%
Educational services, and health care and social assistance	4,082	20.77%
Arts, entertainment, and recreation, and accommodation and food services	1,547	7.87%
Other services, except public administration	948	4.82%
Public administration	692	3.52%

Figure 2.15 Employees by Industry - 2020

Source: U.S. Census American Community Survey 5-Year

▪ **Employment**

As shown in Figure 2.15, the employed population was estimated at 19,652 in 2020. The major employment sectors in the City include “Educational services, and health care and social assistance” (21%) and “Transportation and warehousing, and utilities” (16%). Adding the 12% for the “Manufacturing” classification accounts for approximately half of the workforce.

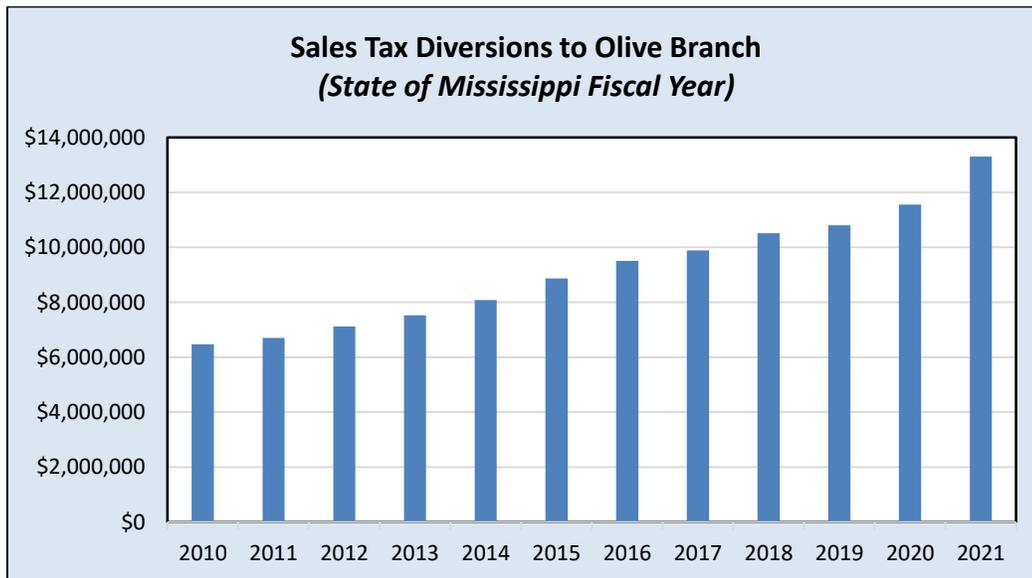


Figure 2.16 Olive Branch MDR Sales Tax Diversions, 2010-2021

SOURCE: Mississippi Department of Revenue

SALES TAX DIVERSIONS

The Mississippi Department of Revenue (MDOR) tracks all retail sales for cities and counties. The City of Olive Branch - like all incorporated areas in the State of Mississippi - receives an 18.5% diversion of sales tax revenues generated by purchases within the incorporated area. After a brief decline during the 2008-2010 financial crisis, Olive Branch sales tax diversions have increased an average of 7% annually and more than doubled since 2010. This is a primary indicator of a growing local economy. As shown in Figure 2.16, in State Fiscal Year 2021 (July 1, 2020 – June 30, 2021), the City received more than \$13.3 million; a 15% year-over-year increase.

Chapter 3

GUIDING PRINCIPLES



Introduction

Goals, Objectives & Policies



Olive Branch is first and foremost a residential community, with single family neighborhoods as its central unit of growth.



5 MONEY MAGAZINE'S BEST PLACES TO LIVE 2017

Olive Branch Chamber of Commerce Member Categories

Accounting & Bookkeeping
Advertising & Media
Arts, Culture & Entertainment
Automotive & Marine
Banks
Business & Professional Services
Computers & Telecommunications
Construction Equipment & Contractors
Event Halls/Venues
Family, Community & Civic Organizations
Government, Education & Individuals
Health Care
Home & Garden
Industrial Supplies & Services
Insurance & Finance
Legal
Lodging & Travel
Manufacturing, Production & Wholesale
Payroll Management Services
Personal Services & Care
Pets & Veterinary
Public Utilities & Environment
Real Estate, Moving & Storage
Religious Organizations
Restaurants, Food & Beverages
Shopping & Specialty Retail
Sports & Recreation
Transportation & Logistics
Wedding/Bridal

INTRODUCTION

An important aspect of the Comprehensive Plan is to identify goals and measurable objectives for Olive Branch to strive and achieve over the 20-year planning horizon. These recommendations identify a variety of future goals for land development, infrastructure and transportation systems, and community facilities. Information within Chapter 3 was gathered from meetings with City officials, as well as numerous public meetings that included a wide range of City residents and community leaders. City officials and residents have obvious concerns about protecting and enhancing the quality of life in their City, and understand how decisions made today affect the future of Olive Branch. Many comments and concerns expressed throughout this process were based on the desire to maintain and enhance property values by taking short term actions and intermediate steps. These are reflected in proposed policies.

The goals, objectives, and policies expressed by residents, City officials, and community leaders to help guide the future of Olive Branch are broken into three broad categories: land use and development, transportation, and community facilities.

Land Use and Development

Olive Branch's land use is well distributed, and is typical for a City of Olive Branch's size. Commercial uses are generally found along the major highways and roads, such as HWY 305, HWY 302, HWY 178, Craft and Hacks Cross Roads. Residential developments are dispersed throughout the City, with the major neighborhoods being located in almost every geographical corner. As discussed in the Land Use Plan (Chapter 4), residential land uses are the most common land use in Olive Branch. Industrial uses are concentrated in several areas: the northeast quadrant of the City near the Olive Branch municipal airport, proximate to the I-22 / HWY 305 interchange, and along the HWY 178 corridor, extending to the Tennessee State line. Goals, objectives, and policies for land use focus on how the City can best be developed in a pattern that is efficient and equitable, building quality, character and functionality in the built environment.



Transportation

The transportation system in Olive Branch is dominated by major highways and thoroughfares. HWY 302 (Goodman Road) bisects the City running east and west, while major north/south routes consist of HWY 305, Hacks Cross Road, Craft Road and Pleasant Hill Road. Interstate 22 (I-78) and HWY 178 run northwest/southeast through the middle of the City and the 2018 completion of Interstate 269 created several new major interchanges in the Planning Area.

In addition to major roadways, there are local streets and collector roads that residents use to travel around Olive Branch. Expansion of pedestrian friendly transportation networks (bicycle routes, trails, and sidewalks) is needed. Most of the bicycle network is shared road lanes; i.e. bicycles and automobiles sharing the same lane.

Goals, objectives, and policies focus on transportation and look to improve the overall transportation network for cars, bicycles, and pedestrians, as well as strengthening the current network.



Community Facilities

Community facilities in Olive Branch range from numerous parks throughout the City to the utilities provided to residents. Community facilities are varied in nature, and encompass all the resources the City of Olive Branch provides to its residents. Government buildings and schools generally fall in this category, as well as fire and police protection services.

Goals, objectives, and policies focus on community facilities and are intended to assess whether the needs of residents are currently being met and how additional amenities would improve the overall community. There is an emphasis placed on delivering efficient governmental services.

GOALS, OBJECTIVES & POLICIES

Goal 1: Olive Branch will ensure its land development plan and regulations meet the City's future needs and promote quality, character, and functionality in the built environment.

Objective 1.1: The Future Land Use Plan shall provide a blueprint for the City's growth and development for the 20-year planning period.

Policies:

- 1.1.1 The Future Land Use Categories describe "place types" for living, working, shopping, and recreational activities with the intent that Olive Branch grows as a "full-service" city with an emphasis placed on economic development as well as balancing the desires of current residents. The term "place types" does not refer to a zoning district designation, but is simply a general description of the character, use, and development potential for particular areas of the City.
- 1.1.2 The Future Land Use Map appropriately designates land area for different forms of residential, commercial, office, institutional, and industrial growth, mixed use centers, and areas to be preserved as farmland and environmentally sensitive and valuable open spaces.
- 1.1.3 New residential growth will be primarily comprised of single-family homes, but the Future Land Use Plan recognizes the need for diversification of the City's housing stock. In accordance with zoning requirements, attached dwelling units may be provided in the form of townhomes and single-story condominiums, which are often associated with age-in-place facilities and senior housing. High Density Residential Future Land Uses which allow new, single-use apartment complexes are less favored than an alternative consisting of live-work units and loft apartments over ground level retail or office uses which are encouraged within the "Mixed Use Activity Center" designation.
- 1.1.4 Both vacant and developed properties have a Future Land Use Map designation. The Future Land Use Map designation primarily affects the intended use of vacant properties upon future development within the 2040 planning period. In existing single family subdivisions with homes, the Future Land Use Map designation reflects the existing land use and it is not the intent of the Future Land Use Plan to amend this established land use. Any proposed (re)development activities in existing subdivisions would be regulated under the terms of the City's zoning code.

Objective 1.2: The City will continue to update its land development regulations in phases to culminate with completion of a Unified Land Development Code (ULDC) within one year of the 2022 Plan update.

Policies:

- 1.2.1 Regulations will be streamlined and made more user-friendly by incorporating a single use table for zoning districts and by consolidating requirements for Planned Developments (PD's) into a single code section.

- 1.2.2 The ULDC will incorporate the City’s Zoning Code with updated provisions from the Design Review Ordinance (architectural standards, landscape, and lighting regulations).
- 1.2.3 The ULDC will update its buffering requirements between uses deemed to be incompatible by promoting the preservation and enhancement of naturally vegetated areas where feasible.
- 1.2.4 The ULDC will incorporate Subdivision Regulations with updated provisions to clarify review and approval procedures and requirements for design and installation of project infrastructure, including roads, utilities, and stormwater management facilities.
- 1.2.5 The ULDC will include access management provisions intended to minimize curb cuts near major intersections, align ingress/egress driveways, and require street, driveway, or parking lot connectivity where feasible.
- 1.2.6 The ULDC will incorporate provisions for clustering residential development in planned zoning districts, which is part of the Future Land Use Plan.
- 1.2.7 Locational criteria and conditional use provisions shall be incorporated into the ULDC for convenience stores with fuel pumps that recognize the need for these facilities to be accessible to population centers, while emphasizing buffering and aesthetics. If properly developed, it is recognized that this use may be appropriate in multiple future land use categories.
- 1.2.8 Following adoption of the ULDC, the City will evaluate its effectiveness and propose updates on a 3 to 5-year cycle.

Objective 1.3: The City will intermittently evaluate and amend its land development regulations to ensure compliance with State law and associated regulations adopted by state agencies, and any other applicable local, state, or federal ordinance, statute, law, or regulation.

Policies:

- 1.3.1 During the 2022 Regular Session the Mississippi Legislature passed, and the Governor signed into law, the Mississippi Medical Cannabis Act. A municipality is empowered to designate the specific types of zones in which medical cannabis establishments may operate, provided that any such regulation is made in accordance with a comprehensive plan.
- 1.3.2 Some of the Future Land Use Map designations that are proposed for the development of commercial, agricultural and industrial uses, but not residential or institutional land uses, may be deemed as compatible with cannabis dispensaries or cultivation facilities.
- 1.3.3 Consideration shall be given to amending the land development regulations to designate certain office and commercial zones for cannabis dispensaries, research facilities, or testing facilities, and certain agricultural and industrial zones for cannabis cultivation or processing facilities.

Goal 2: Olive Branch will maintain and expand its infrastructure and facilities in a well-planned, efficient, and fiscally responsible manner in the interest of improving transportation systems, quality of life, and promoting economic opportunities for residents and businesses.

Objective 2.1: The City will develop a structured and financially feasible 5-year Capital Improvements Program (CIP) within one year of the 2022 Plan update.

Policies:

- 2.1.1 CIP projects will include those categorized in the areas of transportation, utilities and stormwater management, parks, and public facilities.
- 2.1.2 The CIP will incorporate projects identified in the Adopted Plan of Services associated with the 2021 annexation.
- 2.1.3 CIP projects should be identified and prioritized based on factors such as public safety, age and condition of existing facilities to meet service levels and demand, quality of life, enhancement of economic development opportunities, and prospective return on investment.
- 2.1.4 As part of its CIP, consideration will be given to making annual budget allocations in fixed amounts for funding small scale projects, or segments of CIP projects, such as sidewalk connections, landscape beautification, signage, etc.
- 2.1.5 The City will pursue outside grants and provide matching funds for CIP projects.

Objective 2.2: The City will continue its efforts to expand and maintain an effective, safe, and efficient transportation system available for vehicular traffic, cyclists, and pedestrians.

Policies:

- 2.2.1 Due to the expense of transportation projects and the extensive length of time it takes from planning to complete construction, the City will adopt a supplemental long-range transportation plan within one year of the 2022 Plan update.
- 2.2.2 The City's top priority for transportation projects carrying the State route designation is the widening of HWY 305 from Church Road to the I-269 interchange.
- 2.2.3 The City will pursue other long-range projects with a priority on improving east-west connectivity, access, and capacity to and across HWY 78 / I-22. This includes, but is not necessarily limited to the widening of the bridge over HWY 78 / I-22 at its interchange with Craft Rd.
- 2.2.4 The City will require the extensions and widening of "Section line" roads where it is physically feasible. Establishment of a road system on a one-mile grid pattern is a long standing policy of DeSoto County and all of its municipalities. Section line roads may be classified and designed to different standards, with some intended to relieve traffic from the City's most congested facilities.

- 2.2.5 The City will continue to seek federal funding support for transportation projects through its participation in the Metropolitan Planning Organization (MPO). Projects for road widening and intersection improvements must be included in the MPO's Long Range Transportation Plan (LRTP) to be eligible for funding as part of its Transportation Improvement Program (TIP).
- 2.2.6 To better promote the development of "complete streets," desirable right-of-way cross-sections will be established for collector and arterial roads. Urban road cross-sections shall include curb, gutter, and sidewalks, with the addition of bike lanes as an alternative on designated routes.
- 2.2.7 Traffic circles and medians will be considered to calm and manage traffic, and to improve aesthetics.
- 2.2.8 In the interest of providing pedestrian connectivity and improved traffic management, new subdivisions will be required to connect to existing stubbed-out roads where feasible and to install road stub-outs for connections to future subdivisions.
- 2.2.9 In the event there are no short or intermediate plans to widen a roadway, a new development project may be provided with the option to install acceleration or deceleration lanes to facilitate turning movements and pay a proportional and appropriate fee in lieu of construction for full property frontage improvements (i.e. travel lanes, curb, gutter, and sidewalks) that would otherwise be required.
- 2.2.10 In the event a new development project is approved along a roadway already programmed for widening or intersection improvements in the TIP, a proportional and appropriate fee in lieu of construction in an amount equal to the City's matching funds required for said project may be an acceptable alternative to full property frontage improvements (i.e. travel lanes, curb, gutter, and sidewalks) or intersection improvements that would otherwise be required.
- 2.2.11 With one year of the 2022 Plan update, the City will consider adopting code provisions for electrical car charging facilities in new homes and businesses.

Objective 2.3: The City will complete a Parks Master Plan, including a section that addresses trails and greenways, within two years of the 2022 Plan update.

Policies:

- 2.3.1 The Master Plan will consider National Recreation Association standards as input to help to evaluate existing inventory and to project the City's future needs for the amount of active and passive parkland and the number and type of athletic fields and recreational facilities. In using these standards, parks and facilities of adjacent municipalities, DeSoto County and those privately owned should be considered.
- 2.3.2 Greenways and trails will be planned to connect neighborhoods, parks, and places of interest. Opportunities to extend trails along utility easements will be assessed and developer participation will be encouraged to expand the system and make trail connections for newly planned subdivisions.

2.3.3 Efforts will be made to coordinate the City’s planning effort as it pertains to greenways and trails with the “DeSoto County Greenways and Trails Master Plan,” “Mid-South Greenprint,” and “Memphis Regional Pedestrian Bicycle Master Plan.”

Objective 2.4: As time permits and resources become available, the City will consider undertaking small area plans for sections of the City most in need of improvement.

Policies:

2.4.1 The City will consider redevelopment planning for Old Towne.

2.4.2 The City will consider corridor planning along sections of Goodman Road and Old HWY 178.

2.4.3 Planning efforts will entail working with property owners and businesses to address the need for improvements of both private properties and adjacent rights-of-way and public spaces. These include, but are not necessarily limited to redevelopment and façade renovations, streetscape, pedestrian accessibility, and traffic management. Plans will identify potential sources of funding, such as Transportation Enhancement Funds, and consider the creation of an area-wide tax increment financing district or public improvement district.

Goal 3: Olive Branch will strive to enhance and maintain property values in its neighborhoods and business districts.

Objective 3.1: The City will continue its enforcement of the Property Maintenance Code that was adopted in 2021 and became effective in 2022.

Policies:

3.1.1 Initiate enforcement efforts to address individual properties that have multiple violations in neighborhoods and business districts where there is the greatest potential to adversely affect surrounding property values and lead to a higher concentration of violations.

3.1.2 Monitor effectiveness and establish a program to prioritize enforcement efforts.

Objective 3.2: Based upon an evaluation of the effectiveness of Property Maintenance Code enforcement over a two year period and an analysis of the number of cases generated from rental units, reconsider adoption of a rental registration program in 2025 that would apply to individuals or companies that rent out multiple dwelling units in the City.

Goal 4: Olive Branch will encourage and expand its inter-governmental cooperation efforts.

Objective 4.1: The City will cooperate with DeSoto County and its municipalities in delivering effective and efficient governmental services.

Policies:

- 4.1.1 The City will request to consult with the DeSoto County School Board in its selection of future school sites within and near the planning area boundary. Upon the School Board's selection of a new site, the City will consider extension of infrastructure and may need to consider amendments to this Comprehensive Plan and related documents.
- 4.1.2 The City will coordinate with DeSoto County regarding the expansion and maintenance of roads and bridges within and near the planning area boundary.
- 4.1.3 The City will cooperate with DeSoto County and its municipalities on issues that are of mutual interest, such as litter control and recreational programs.
- 4.1.4 The City will request that DeSoto County develop a long-range plan to close and re-purpose its construction landfill for recreational purposes.

Objective 4.2: The City will continue its membership in the DeSoto County Regional Utility Authority (DCRUA) for wastewater treatment.

Policies:

- 4.2.1 In recognition that the provision of central sewer service is the primary factor that allows for density of development in excess of one dwelling unit per acre, the City's land use planning is closely tied to the locations and capacities of DCRUA's transmission and treatment facilities.
- 4.2.2 The City will work with DCRUA to connect "package" treatment systems located within the planning area and eliminate sewage treatment lagoons where feasible.
- 4.2.3 The City will make efforts to reduce infiltration and inflow into the sanitary sewer system.

Objective 4.3: The City will maintain strong relationships with State and Federal agencies and officials, including the Army Corp of Engineers (ACOE), Federal Emergency Management Agency (FEMA), and the Mississippi Departments of Transportation (MDOT), Environmental Quality (MDEQ), and Emergency Management (MEMA).

Goal 5: Olive Branch will use technological resources to improve its dissemination of information, community interaction, and to encourage participation of citizenry in local government.

Objective 5.1: Continue to broaden the use of social media to share information and encourage collaboration and civic engagement.

Objective 5.2: Better utilize the City's upgraded website to better disseminate information, interact with the public, and assist businesses.

Policies:

5.2.1 All board and commission agendas as well as associated reports and exhibits should be made available on-line.

5.2.2 Consider live-streaming of meetings.

5.2.3 Consider an on-line system for archived meeting records.

Objective 5.3: Expand the use of Geographical Information Systems (GIS) to link data sources and maps to improve management systems, operational efficiencies, inter-departmental coordination, and communication with the public.

Policies:

5.3.1 Utilize the currently available GIS software to improve the quality, use, and management of data.

5.3.2 Utilize currently available database software to track citizen requests, complaints, and workflow.

5.3.3 Train departments in the use GIS to allow more accurate measures of the effectiveness and efficiency of programs and/or services.

5.3.4 Build and maintain maps and data of citywide water, sewer, and stormwater infrastructure. Utilize maps and data to provide models of utilities, sewer basins, and drainage basins to help to identify and prioritize the need for capital expenditures.

Objective 5.4: The City will incorporate Information Technology (IT) infrastructure in all new facilities and consider creating an IT Master Plan to assess its current facilities and needs for future upgrades.

Goal 6: Olive Branch will expand efforts to develop and maintain the City as an environmentally sustainable community.

Objective 6.1: The City will continue to enforce stormwater management regulations to maintain compliance with National Pollutant Discharge Elimination System (NPDES) permitting requirements from the US Environmental Protection Agency (EPA).

Objective 6.2: The City will encourage preservation of natural vegetation and landscape where saving such resources would serve significant public interest and where grade changes would otherwise make development unfeasible.

Objective 6.3: As a condition to precede land development activities where wetlands are proposed to be impacted, the City will continue to require applicants to provide Army Corp of Engineers (ACOE) permits to ensure proper mitigation measures will be taken.

Objective 6.4: The City will continue to enforce flood damage prevention regulations that meet the requirements of the Federal Emergency Management Agency (FEMA).

Objective 6.5: Within one year of the 2022 Plan update, the City will review US Geological Survey (USGS) data and available information from well sites and other sources to evaluate whether there are areas of aquifer recharge located within the City that may not be fully protected by the Claiborne Confining Unit from potential contamination. This review will be based on existing and planned land uses. Should any said areas be identified, the City will consult appropriate authorities on potential impacts to aquifer recharge areas and assess the need for additional wellfield protection regulations.



Chapter 4

LAND USE PLAN

Introduction

Existing Land Use Categories & Inventory

Development Constraints and Restrictions

Future Land Use Plan

Future Land Use Categories



Olive Branch is a bustling city that has been able to maintain the feel of a smaller town as it has rapidly developed over the past several decades.

Preservation and enhancement of open spaces and natural areas, and the continued use of land for agricultural purposes where viable, will help Olive Branch to keep a small town feel as it continues to grow.

Existing Land Use Category	OLIVE BRANCH		PLANNING AREA		TOTAL	
	Acres	Percentage	Acres	Percentage	Acres	Percentage
Commercial	1,233.91	3.76%	256.33	0.56%	1,490.24	1.90%
General Commercial	1,203.88	97.57%	256.33	100.00%	1,460.21	97.99%
Central Business District	13.30	1.08%			13.30	0.89%
Office Commercial	16.73	0.05%			16.73	1.12%
Residential	12,013.61	36.63%	19,241.92	42.02%	31,255.52	39.77%
Single-Family Residential	11,733.94	97.67%	18,912.27	98.29%	30,646.21	98.05%
Medium/High Density Res.	169.32	1.41%			169.32	0.54%
Manufactured/Mobile Housing	110.34	0.92%	329.65	1.71%	439.99	1.41%
Agricultural	2,759.64	8.41%	7,200.72	15.73%	9,960.36	12.67%
Industrial	3,382.27	10.31%			3,382.27	4.30%
Parks & Open Space	962.50	2.93%	7.48	0.02%	969.98	1.23%
Public / Semi-Public	1,188.64	3.62%	348.41	0.76%	1,537.05	1.96%
Drainage & Utilities	810.27	2.47%	501.45	1.10%	1,311.71	1.67%
Vacant	10,444.63	31.85%	18,233.86	39.82%	28,678.49	36.49%
Total Parcel Acreage	32,795.46	100.00%	45,790.17	100.00%	78,585.63	100.00%

Figure 4.1 Olive Branch Land Use Categories

INTRODUCTION

An important step in the Olive Branch planning process is to inventory all existing land uses and then analyze the potential land constraints. The analysis helps to identify growth patterns, opportunities, and development constraints and formulates the basis for the Future Land Use Plan. Chapter 4 examines land uses in the City of Olive Branch, as well as the planning area outside the boundaries of the City. Maps 4.1 and 4.2 illustrate land uses.

An inventory of land uses was gathered through knowledge of the area and field surveys and entered into a Geographical Information System (GIS) database. Each parcel was assigned land use. As land uses are variable and can change, the maps show a snapshot in time (August 2022).

EXISTING LAND USE CATEGORIES AND INVENTORY

The land uses were divided into commercial, residential, agricultural, industrial, parks & open space, public / semi-public, drainage & utilities and vacant categories. Figure 4.1 shows the distribution of land uses in the City and the Planning Area.

RESIDENTIAL LAND USE

The City of Olive Branch and the planning area are composed of three main types of residential uses: single family, medium to high density multi-family, and manufactured homes.

- Single-family residential identifies parcels of any size that contain one detached residential unit.
- Medium to high density residential identifies parcels of any size that contain two or more attached residential units. These units can be in the form of duplexes, triplexes, quadraplexes, or apartments.
- Manufactured or mobile home residential identifies parcels of any size that contain a residential unit constructed or assembled off-site and transported to the site for placement as built on-site.

Single family homes are the most prevalent residential land use in the City and Planning Area, composing approximately 36% of the City's total area. Medium to high density multi-family housing represents less than one percent of land in the City, with none in the Planning Area. Mobile homes comprise an even smaller percentage.

COMMERCIAL LAND USE

Commercial establishments operate privately, for profit, and provide merchandise or services. This survey classifies commercial as either office commercial or general commercial. Examples include banks, restaurants, medical offices, law offices, and insurance offices.

Less than 4% of Olive Branch and less than one percent of the planning area are composed of Commercial land uses. Inside the City, General Commercial is the most common sub classification. Office and Central Business District (Old Towne) account for a small fraction of total Commercial Uses.

The majority of land used for commercial purposes in Olive Branch is located along the City's major highways and corridors, including HWY's 302, 305, 178 and Hacks Cross Road. The few areas of Commercial land use outside the City are scattered throughout the Planning Area and would be more appropriately described as Neighborhood Commercial.

INDUSTRIAL LAND USE

Industrially classified operations process, manufacture, or store and distribute goods to other businesses for later sale or use and do not typically provide on-site sale of goods or services. Industrial uses account for over 10% of the City's area. These uses are clustered in several areas: the northeast corner of the City; locations between I-22 and HWY 178 near the State line; and in the vicinity of the I-22 / HWY 305 interchange. Industrial uses are sparsely located throughout the Planning Area, and in general proximity to the City limits.

PUBLIC/SEMI PUBLIC, PARKS & OPEN SPACE, & DRAINAGE & UTILITIES

Public and Semi-Public land uses include government buildings and facilities, schools, churches, institutions, and cemeteries. When combined with parks and open spaces, such as golf courses, and areas classified for drainage and utility uses, it account for more than 9% of land area in the City.

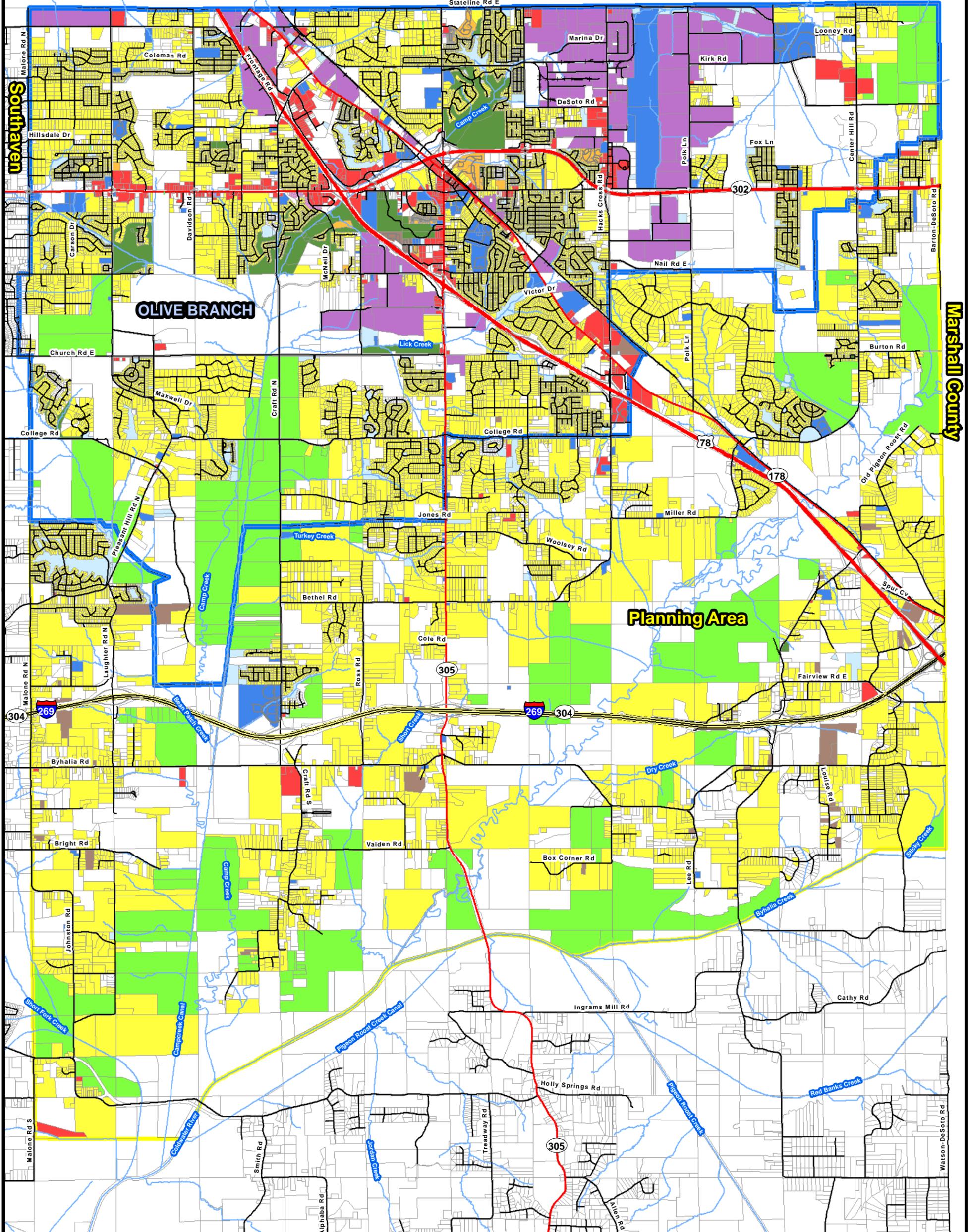
AGRICULTURAL LAND USE

Substantial areas in both Olive Branch (8.41%) and the Planning Area (15.73%) are being used for agricultural purposes. Some areas of agricultural use – namely those within the City - are in locations that are already entitled and master planned for future conversion to other uses.

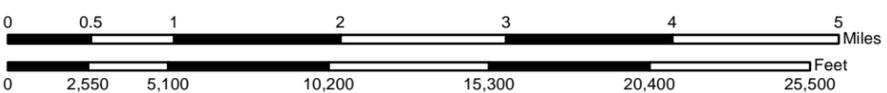
VACANT LAND USE

Land classified as vacant is undeveloped. Less than one-third of land in the City and approximately 40% of the Planning Area falls into this category. Not all land categorized as vacant can necessarily be developed. There are development constraints, such as severe slopes, floodplains and floodways. For example, much of the vacant land is located southwest of the City, near the confluence of the Nolehoe Creek and Camp Creek.

State of Tennessee



- 2022 Existing Land Use**
- General Commercial
 - Central Business District
 - Office Commercial
 - Single-Family Residential
 - High Density Residential
 - Manufactured/Mobile Housing
 - Agricultural
 - Industrial
 - Parks & Open Space
 - Public / Semi-Public
 - Drainage & Utilities
 - Vacant
 - Railroads
 - Waterways
 - Tax Parcels
 - Municipal Boundary (Effective 5/28/2021)
 - Planning Area Outside Municipal Boundary

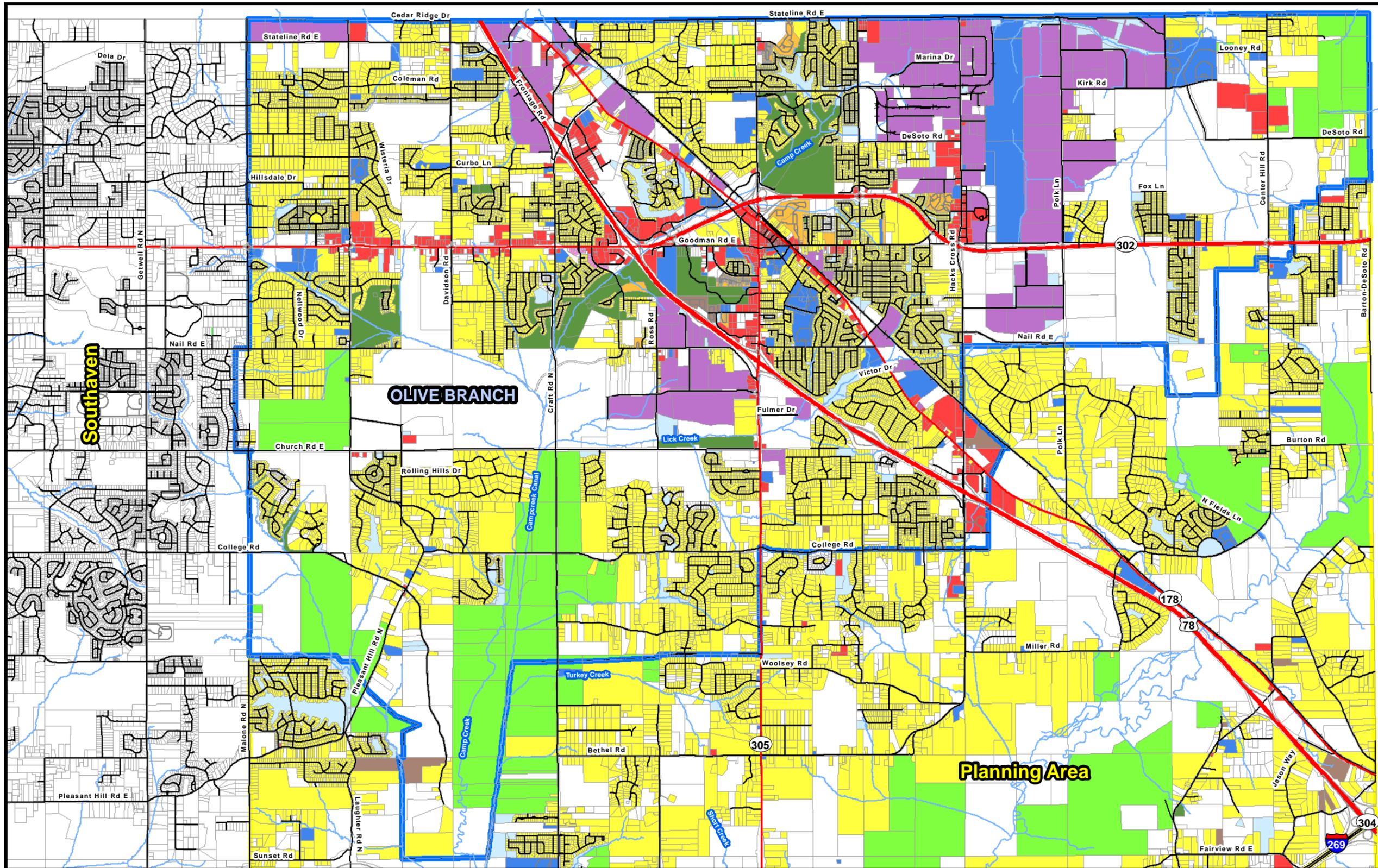


MAP 4.1 Existing Land Use Map

Sources: DeSoto County GIS & Olive Branch GIS



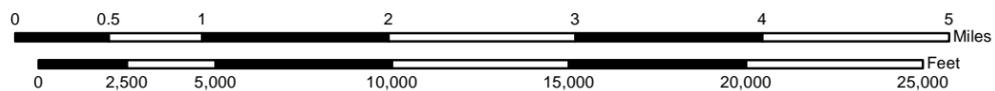
Note: This map is accurate for planning purposes only.



2022 Existing Land Use

- | | |
|-----------------------------|----------------------|
| General Commercial | Agricultural |
| Central Business District | Industrial |
| Office Commercial | Parks & Open Space |
| Single-Family Residential | Public / Semi-Public |
| High Density Residential | Drainage & Utilities |
| Manufactured/Mobile Housing | Vacant |

- Railroads
- Waterways
- Tax Parcels
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary



MAP 4.2

Existing Land Use Map (City Zoom)

Sources: DeSoto County GIS & Olive Branch GIS



Note: This map is accurate for planning purposes only.

	Olive Branch		Planning Area		Total	
	Sq Miles	Percentage	Sq Miles	Percentage	Sq Miles	Percentage
Square Miles	56.01	100.0%	75.63	100.0%	131.64	100.0%
Wetlands						
Freshwater Emergent Wetland	0.2	0.36%	0.51	0.67%	0.71	0.54%
Freshwater Forested/Shrub Wetland	1.02	1.82%	6.39	8.45%	7.41	5.63%
Freshwater Pond	0.66	1.18%	0.60	0.79%	1.26	0.96%
Lake & Riverine	0.84	1.50%	1.38	1.82%	2.22	1.69%
Slope						
5%-15% Slope	9.76	17.43%	16.73	22.12%	26.49	20.12%
Above 15% Slope	0.95	1.70%	1.45	1.92%	2.41	1.83%
Flood Hazard						
Floodway	1.9	3.39%	2.5	3.31%	4.4	3.34%
100 year floodplain	2.76	4.93%	20.34	26.89%	23.1	17.55%

Figure 4.2 Olive Branch Land Use Development Constraints

DEVELOPMENT CONSTRAINTS AND RESTRICTIONS

Development constraints can affect existing land use patterns as well as future development. A number of constraints are mapped and discussed within this chapter in order to provide a truer picture of the development potential of the vacant land. Maps 4.3 - 4.6 illustrate the constraints discussed in this section.

Different types of constraints may impact the development potential of the vacant parcels identified in the land use inventory. In this analysis, development constraints are divided into two categories: locational constraints and environmental constraints. It is important to note that not all constraints are negative. Designation as a historic district is restrictive to new development, while preserving the character of the place. The following constraints impact the growth of Olive Branch, as well as the surrounding region and planning area.

Locational Constraints

Locational constraints represent areas with certain rules or regulations impacting future development. Examples include federal or state designated lands, Indian reservations, or historic districts. While Olive Branch does not have a historic district, the City's Old Towne District is similar to one and is geographically located near the City center. The Old Towne District has drawn substantial public interest due to its richness in tradition, charm and character; lending a distinctly quaint aspect to an otherwise newer place. As such, the Old Towne District is its own zoning district, which helps to maintain its unique feel. Although the Old Towne District may be considered a locational constraint, it does add value for the City of Olive Branch and the district itself is a prime target for redevelopment.

Environmental Constraints

Environmental constraints represent specific land qualities that impact future building such as soil suitability for sewage disposal, wetlands, slopes, and flood zones. These constraints will be discussed on the following pages with maps that correspond to each constraint. Figure 4.2 shows Olive Branch Land Use Development Environmental Constraints.

Septic Tank Suitability

Olive Branch and the Planning Area consist primarily of soil types that limit the use of septic tank absorption fields. The soil survey produced by the Natural Resources Conservation Service (NRCS) rates each soil type based on certain characteristics needed for adequate performance of alternative sewage disposal systems.

Typically, the County Health Department inspects and regulates the construction of absorption fields; however, the optimal method to treat sewage disposal when poor soils are present is to require connection and to utilize a centralized municipal sewer system.

In Olive Branch and the Planning Area, the limited nature of the soil makes connecting structures to a sewer system an integral step in developing property to its highest and best use. Connection to sewer service for new development that occurs within the City Limits (or on the fringes) should be priority. Map 4.3 illustrates septic tank suitability.

Wetlands

The United States Fish and Wildlife Service National Wetlands Inventory mapping system shows that the City of Olive Branch is not significantly impacted by wetlands. Most area wetlands are found near the floodways of the Coldwater River and the Camp Creek. Approximately 5% of the City and 12% of the Planning Area is classified as a wetlands. Map 4.4 identifies wetlands locations.

Slopes

Some areas of slopes may present challenges or impediments for land development as extensive grading may be required to avoid future instability and erosion. Map 4.6 shows that more than 17% of the City and 22% of the Planning Area have slopes between 5% and 15%. Less than 2% of the City and the Planning Area has slopes exceeding 15%, which are mostly located along or near the Camp Creek and the Coldwater River.

NRCS soil maps, which do not represent the exact slope of land, utilize a formula to combine soil types and slope data. It is these maps which form the basis of determining the unsuitability of much of the City and Planning Area for septic treatment.

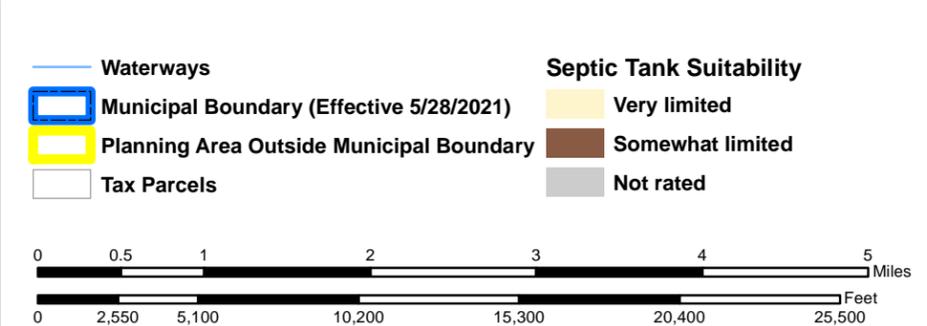
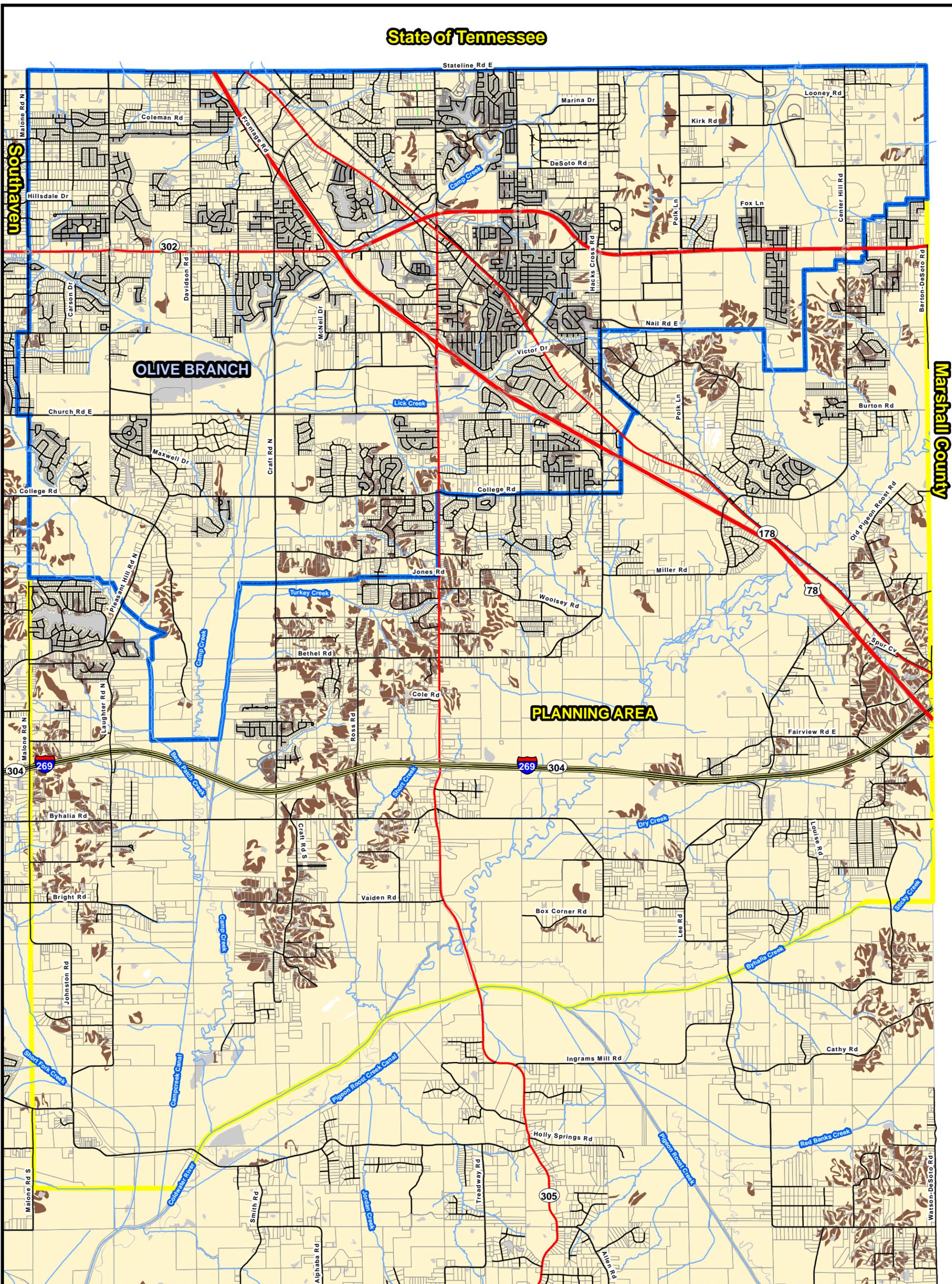
Floodplains

The Federal Emergency Management Agency (FEMA) releases digital flood zones for the State of Mississippi. FEMA has designated floodplains and floodways for DeSoto County. Map 4.6 shows the most current mapping for flood potential areas in Olive Branch and the planning area.

A floodplain is defined as any land susceptible to being inundated by flood waters, based upon a 100-year rainfall event. For analysis purposes, 100-year floodplains are the most common flood zone used. The 100-year floodplain area has a 1% chance of flooding in any given year. A floodway means the channel of a river or other watercourse and the adjacent land areas that must be reserved in order to discharge the base flood without cumulatively increasing the water surface elevation more than a designated height, typically one foot.

Approximately 5% of the City and 27% of the Planning Area are within the 100-year floodplain. Inside the City, the floodplain is located along Camp Creek and its tributaries. Within the Planning Area, the floodplain is located primarily along Camp Creek and the Coldwater River.

State of Tennessee



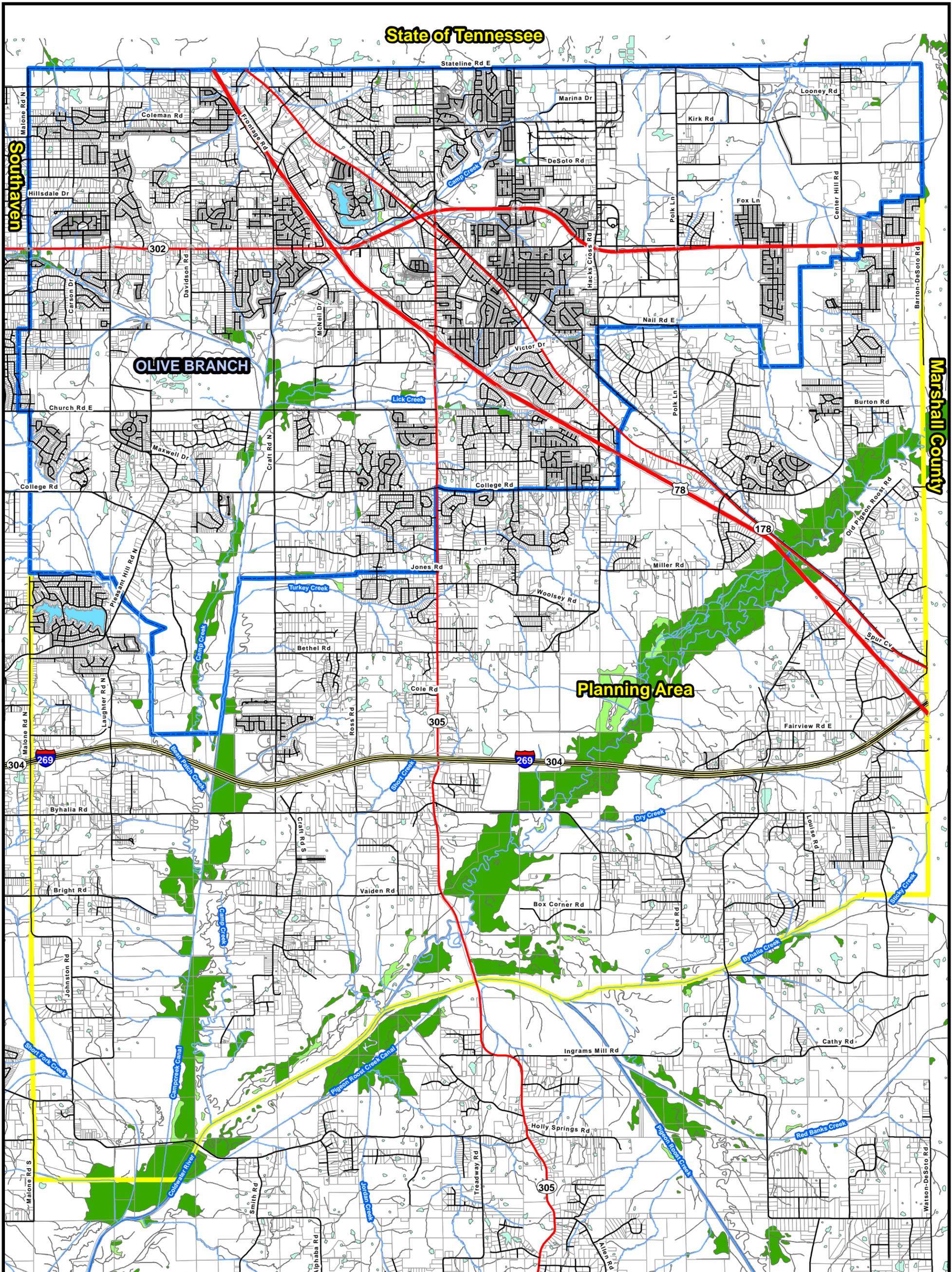
MAP 4.3 Septic Tank Suitability Map

Sources: DeSoto County GIS & Olive Branch GIS
October 2018 USDA NRCS Soil Data



Note: This map is accurate for planning purposes only.

State of Tennessee



Waterways	Municipal Boundary (Effective 5/28/2021)	Freshwater Emergent Wetland
Planning Area Outside Municipal Boundary	Freshwater Forested/Shrub Wetland	Freshwater Pond
Tax Parcels	Lake	Riverine

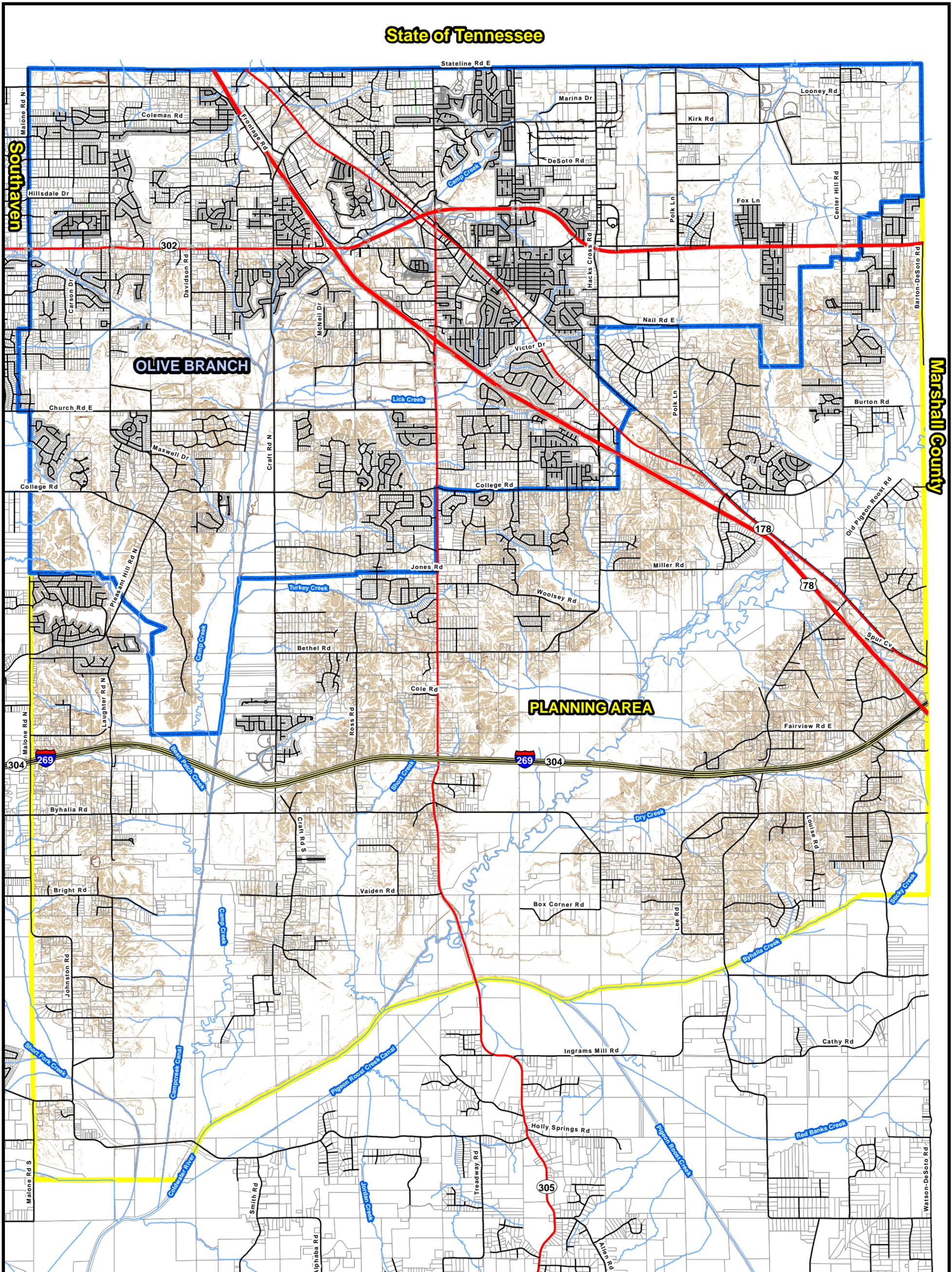
0 0.5 1 2 3 4 5 Miles
0 2,550 5,100 10,200 15,300 20,400 25,500 Feet

MAP 4.4
Wetlands Map

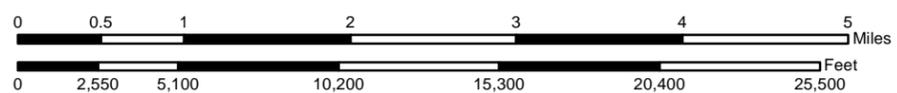
Sources: DeSoto County GIS & Olive Branch GIS
U.S. Fish & Wildlife Service National Wetlands Inventory

Note: This map is accurate for planning purposes only.

State of Tennessee



- Waterways
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary
- Tax Parcels
- Slopes**
- 5-14% Slope
- Above 15% Slope



Sources: DeSoto County GIS & Olive Branch GIS
2017 LiDAR Data Olive Branch



MAP 4.5 Slopes Map

Note: This map is accurate for planning purposes only.

FUTURE LAND USE PLAN



With more than 44,000 new residents and many businesses added since 1990, population growth and economic expansion have largely shaped the City of Olive Branch into what it is today. With another 15,000 new residents projected by 2040, the City's ability to effectively manage growth will be a defining factor in charting its future. Moving forward under the guidance of a well-conceived land use plan is a critical part of ensuring the City can offer a high quality of life for its citizenry along with expanded economic opportunities as it grows and develops.

Mississippi enabling legislation requires a Future Land Use Plan to designate in map or policy form the general distribution and extent of proposed land uses. It is the primary element of the Comprehensive Plan as it sets forth a desired development pattern for future growth. Plans for transportation improvements and community facilities need to follow the "blueprint" established by the Future Land Use Plan. This provides assurances that

road and utility infrastructure, including central sewer facilities, are extended and upgraded in an economical and efficient manner throughout the planning area. In the same way fire stations need to be strategically placed to ensure emergency response times are minimized, other land uses need to be sited for the convenience and benefit of the City's residents and businesses.

A desirable growth pattern also recognizes the environmental and physical constraints to land development. There are identifiable areas that should be preserved and left undeveloped; the provision of green space, natural corridors, floodways, and even the continuation of farmland uses within the boundaries of the planning area are equally important components of the Future Land Use Plan. Clustering provisions have been incorporated to promote land use practices that allow for new residential subdivisions, yet at the same time preserve the most valuable features and assets of the natural landscape.

While the Future Land Use Plan recognizes that the City's suburban neighborhoods make up its core and that parks and greenways improve the quality of life for residents, the City should by no means be characterized as a bedroom community. The City of Olive Branch is "full-service," complete with shopping areas, restaurants, employment centers, and institutional uses. Churches and school campuses are woven into the fabric of the City's land use pattern and are particularly important places in a fast growing community as they offer citizens who are often from elsewhere an opportunity to become more connected to Olive Branch. As population growth occurs, the intent of the Future Land Use Plan is to keep Olive Branch as a full-service City. This is achieved by planning new areas for institutional uses, employment growth, shopping, and other commercial activities.

The Future Land Use Plan attempts to find the right balance between the various land uses and seeks to improve the blueprint moving forward. For example, DeSoto County and the City of Olive Branch are among the nation's largest centers for warehouse distribution. While these facilities are deemed to be desirable due to job growth and tax revenues, their size and scale and the generation of truck traffic means they should ideally be sited near similar uses in areas readily accessible to the highway interstate system or rail lines. When they are located in proximity to residential neighborhoods, active measures need to be taken to maximize buffering and to minimize potentially adverse impacts of increased truck traffic. And while the Future Land Use Plan provides ample areas for industrial growth to accommodate new warehouse distribution facilities, it also recognizes and incorporates a Future Land Use Map designation for "Technology / Employment Center," which is intended to recognize the community's desire to advance its economic development efforts with higher paying jobs associated with medical facilities and technology driven industries. While some businesses fitting this category will likely have a substantial distribution component due to our region's locational advantages in the warehousing industry, the form the developments may take would be more similar to a large scale office park. Given this development form, the land use designation would be deemed to be more compatible with suburban neighborhoods.

The Future Land Use Plan also differentiates between commercial corridors versus major commercial nodes. The former, which is characterized by a linear or strip pattern, is applicable to Goodman Road and several of the other corridors throughout the City that are substantially built-out. As infill lots are developed along these corridors, associated policies call for connecting parking lots and providing access to signalized intersections where left-hand turn movements are protected. Redevelopment planning inclusive of right-of-way improvements designed to improve traffic flow and safety may also be warranted along Goodman Road and some of the older corridors, such as HWY 178.

In contrast, mostly undeveloped large commercial tracts have been designated as major commercial nodes. This is intended to facilitate better access management and land planning from the outset of development. Located and limited to the nodes of major intersections, better traffic flow patterns can be established. The ability of patrons to park and walk to multiple businesses in a node as opposed to a corridor is a key distinguishing factor. The Future Land Use Plan also recognizes the importance of smaller scale, neighborhood commercial areas. Strategically placed, these smaller centers can reduce trip lengths and congestion on roadways and are specifically designed to provide pedestrian access to suburban neighborhoods.

Finally, the Future Land Use Plan provides a mixed use designation, which is applied to areas where residents can, "live, work, and play" within a walkable area. This category was applied to a recently approved planned development site at the interchange of HWY 78 and HWY 305. It was also imposed over Old Towne, an area targeted for a possible redevelopment planning effort in the future. It is within the mixed use land designation, especially within its multi-purpose buildings, that new, higher density residential is envisioned in the form of "stacked" and "loft" apartment units. Otherwise, the Future Land Use Plan proposes several medium density residential areas where multi-family housing could be provided in the form of townhomes or single-story duplex, triplex or quadplex buildings, which may be part of age-restricted condominium projects. Providing for multi-family development in this manner as opposed to large, single-use apartment complexes is deemed as a better way to meet the housing needs of smaller families or those seeking less square footage and reduced responsibilities for yard maintenance.

Future Land Use Categories

The Future Land Use Map illustrates the following categories or designations:

OPEN SPACES

 Agricultural/Rural Residential

PLACES TO LIVE

 Rural Estate
 Suburban Neighborhood
 Medium Density Residential
 High Density Residential

RECREATIONAL

 Greenspace

LIVE, WORK, PLAY

 Mixed Use Activity Center

SHOPPING & SERVICES

 Commercial Corridor
 Major Commercial Node
 Neighborhood Commercial

WORKPLACES/COMMUNITY

 Technology/Employment Center
 Public/Semi-Public
 Industrial/Distribution

**Agricultural
Rural Residential**

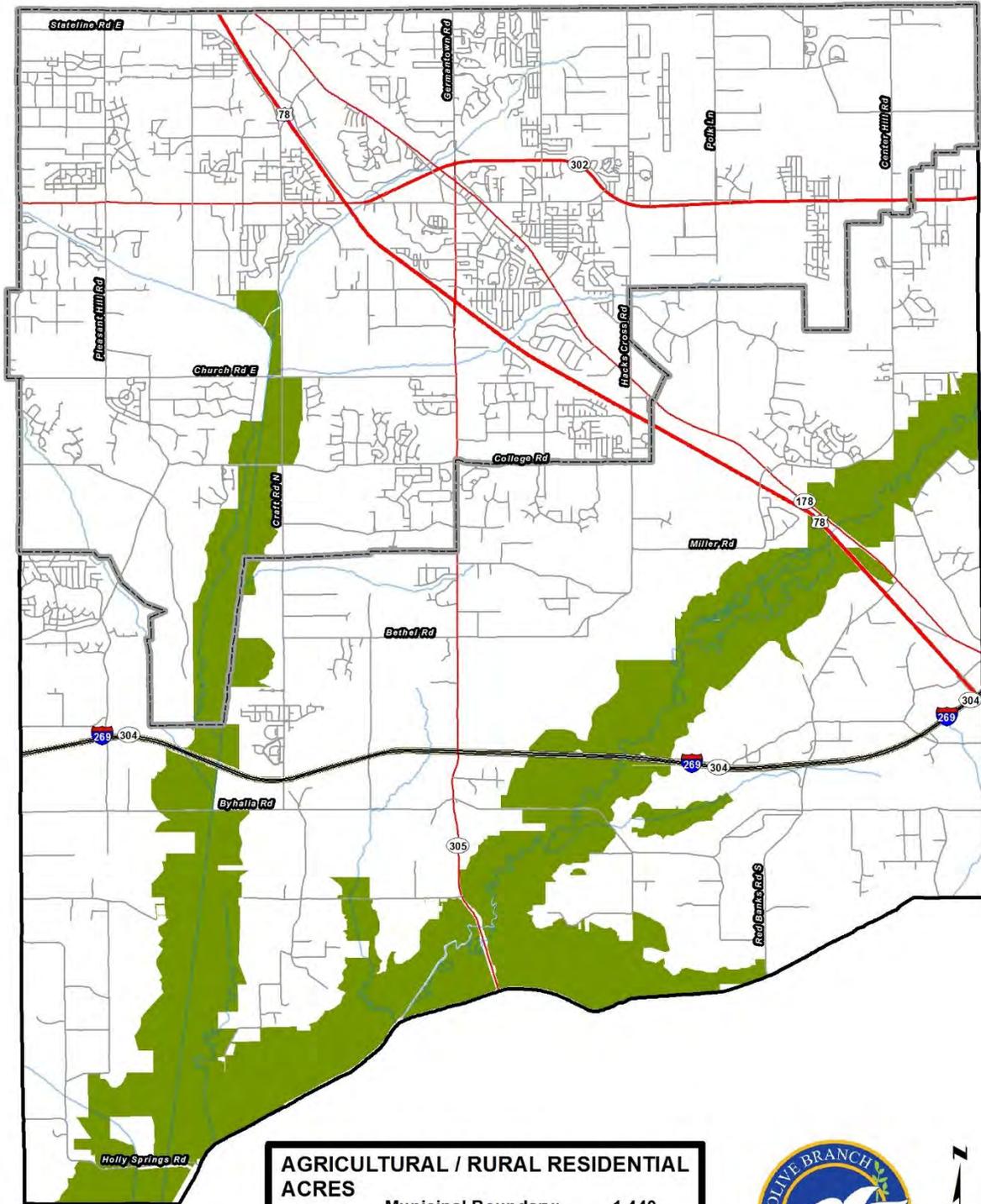
Character: This designation is appropriate for farmland, pastureland, and large areas of wetlands and floodplain. These areas are not served by central utilities and roadway infrastructure is limited. Residential uses, which may include family farms in some cases, are located on large, un-platted parcels served by well and septic systems.

Land Development Considerations: Natural features, such as major wetland systems and floodplain should be preserved. Likewise, farming can also be worthy of preservation. It represents an important part of the local economy and can still represent a viable use of land, even in urbanized areas. But even in the event there are less natural constraints and a property owner is seeking to develop land, there is still limited development potential in this land use category due to the lack of central sewer service. A one-acre minimum lot size is required for septic systems and is only permissible if soil conditions are suitable.

Form & Pattern: If central sewer can be provided even on a limited basis and roadway access is suitable, development could be permissible and is encouraged in clustered, rural subdivisions. Clustering involves smaller lots in a “hamlet” design with larger tracts of land placed in common ownership or easements for farming or preservation purposes.

Density / Intensity: Gross density should not exceed one unit per 5 acres. Net density measured within clustered development pods would be greater.





Rural Estate

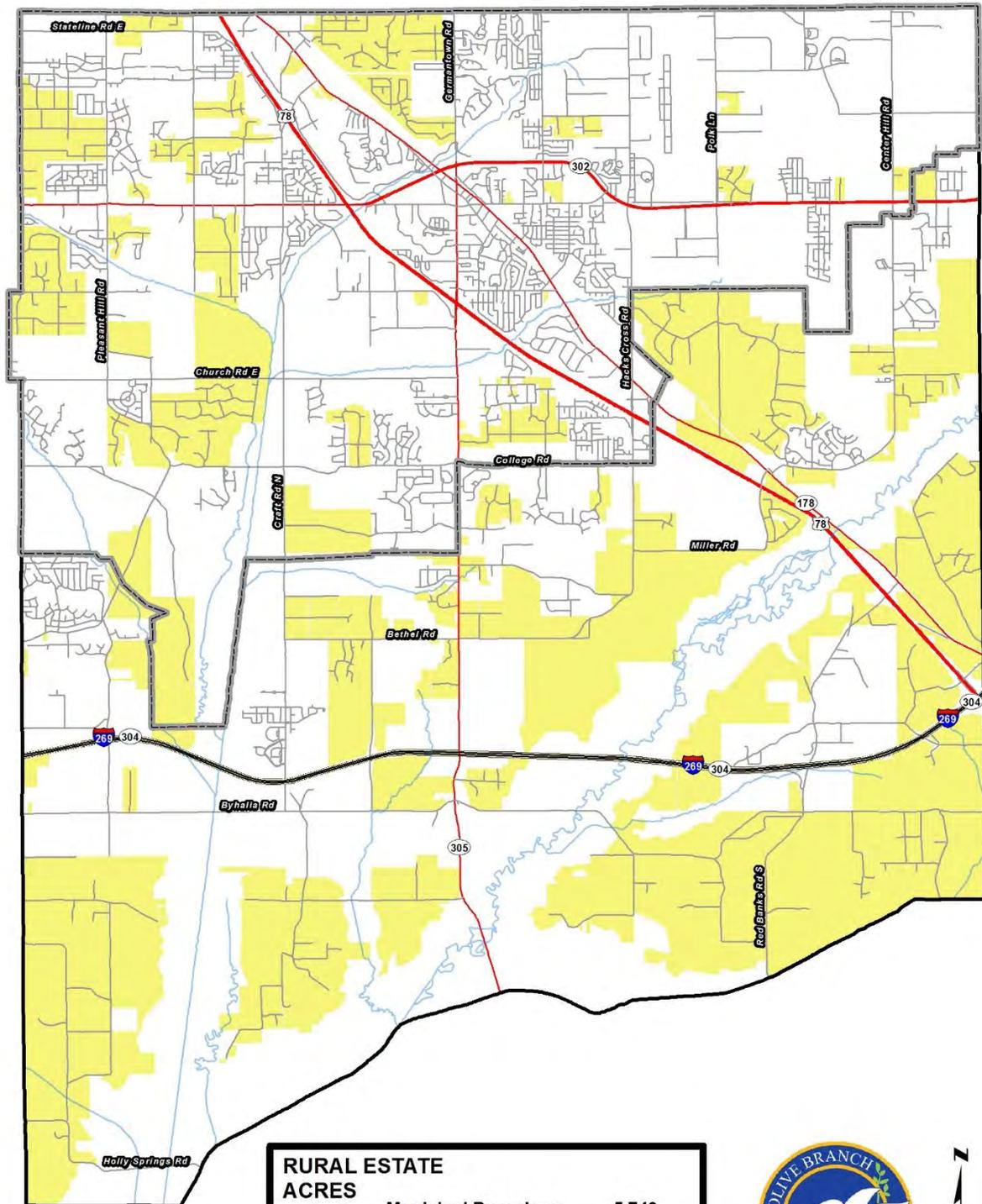
Character: This designation is characterized by subdivisions with one acre minimum lot sizes that are served by well and septic systems in lieu of central utilities. Roads have a rural design with open swales. There are no sidewalks.

Land Development Considerations: A one-acre minimum lot size is required for septic systems and is only permissible if soil conditions are suitable. To consider rezoning proposals for new subdivisions where lot sizes are less than one acre in size, central sewer facilities would need to be available.

Form & Pattern: If such a rezoning proposal were initiated due to the availability of central sewer, the design of the subdivision should take into account the surrounding uses. If there are one acre (or larger) subdivisions adjacent to the property proposed for development, techniques such as stepping down lot sizes from the perimeter or the use of landscape buffering should be utilized. Development could also take the form of more traditional clustering that would involve smaller lots in a “hamlet” design with larger tracts of land placed in common ownership or easements.

Density / Intensity: Gross density should not exceed one unit per acre unless adequate infrastructure is provided. Net density measured within clustered development pods would be greater.





**Suburban
Neighborhood**

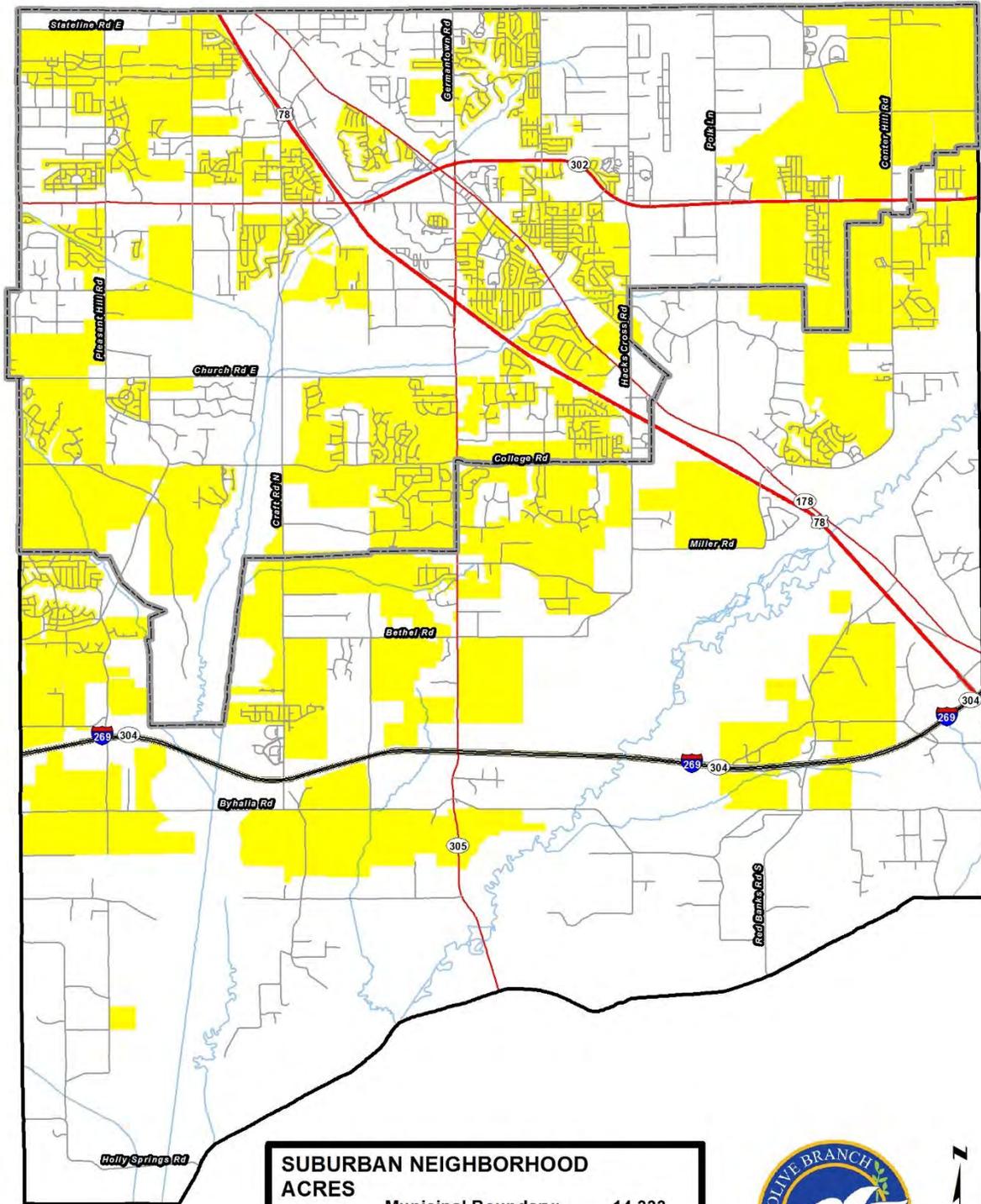
Character: This is the predominant single-family residential Future Land Use Map designation in the City and it is where the majority of the current population resides. Suburban neighborhoods have lot sizes ranging from 6,000 sq. ft. to 30,000 sq. ft., with most in the 12,000 – 15,000 sq. ft. range. These subdivisions generally have urban roadway sections (curb, gutter and sidewalks). However, there are a number of older single family subdivisions constructed before sidewalks were required and a number of newer planned developments that were permitted to develop with rural roadway sections (open swales, no curb or sidewalks).

Land Development Considerations: This category includes virtually all of the subdivisions that have been constructed throughout the planning area in locations where central sewer services was available at the time of development. The economics of land development generally make it financially unfeasible to create large lot subdivisions (i.e. one acre, or more) within urbanizing areas where road and utility infrastructure is available.

Form & Pattern: The form and pattern of the suburban neighborhoods varies widely given the range of lot sizes, street types, and the age and size of the houses. Several single family neighborhoods incorporate new urbanism designs featuring front porches and back alley access. Most of the newer subdivisions require hook-in, or side entry garages and have minimum square footage requirements for new homes. There are also smaller single family homes available in established neighborhoods.

Density / Intensity: Density should not exceed 4 units per acre.





SUBURBAN NEIGHBORHOOD ACRES	
Municipal Boundary:	14,333
Planning Area:	11,994
TOTAL AREA:	26,327



Medium Density Residential

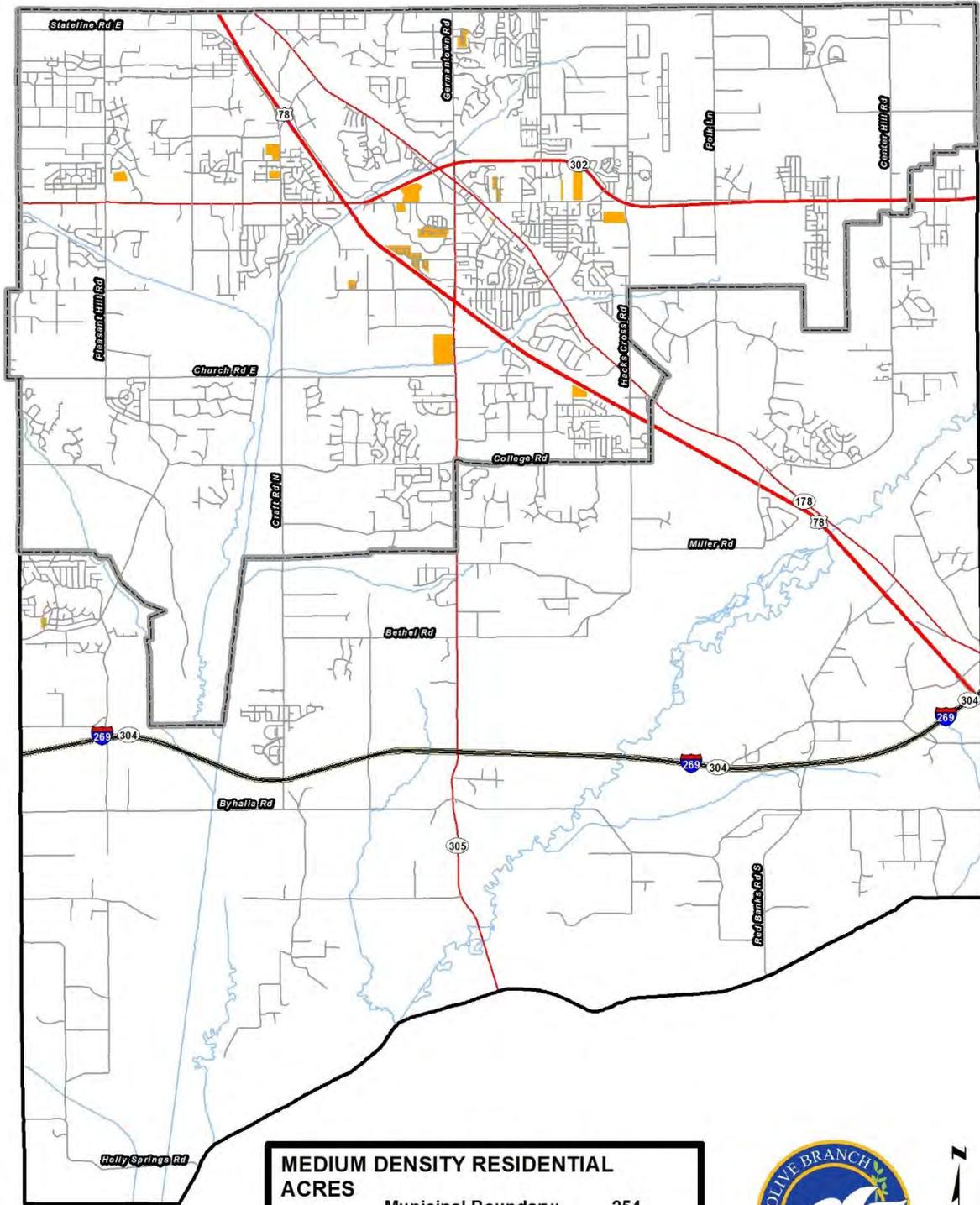
Character: Medium density residential includes a limited number of housing units in buildings that typically have shared walls. These could be two-story townhome units, where property lines run along common walls inside of the buildings; or, it could be single-story cottages or duplex, triplex or quadplex buildings, which are often the chosen type of unit in age-restricted communities. These are typically developed as condominium projects, where each housing unit is owned by an individual resident with the underlying property owned in common.

Land Development Considerations: This is a type of multi-family development that is preferable to large, single-use apartment complexes. It provides a means of individual, fee-simple ownership and can be an effective way to meet the housing needs of smaller families, retirees, or others seeking less square footage and reduced responsibilities for yard maintenance.

Form & Pattern: The form and pattern of medium density residential development is similar to single family, except there are shared walls. Attached garages should be incorporated into the units. It is similar to apartment complexes insomuch that outdoor maintenance is done through a centralized agency and there may be a community pool or recreational facilities, but it is dissimilar insomuch that housing units are not typically stacked on top of one another. Another possible form could be an “apartment mansion” building, which is designed to look like a single family mansion from the outside, but is divided into apartment units on the inside.

Density / Intensity: Density should not exceed 8 units per acre.





MEDIUM DENSITY RESIDENTIAL ACRES	
Municipal Boundary:	254
Planning Area:	4
TOTAL AREA:	258



High Density Residential

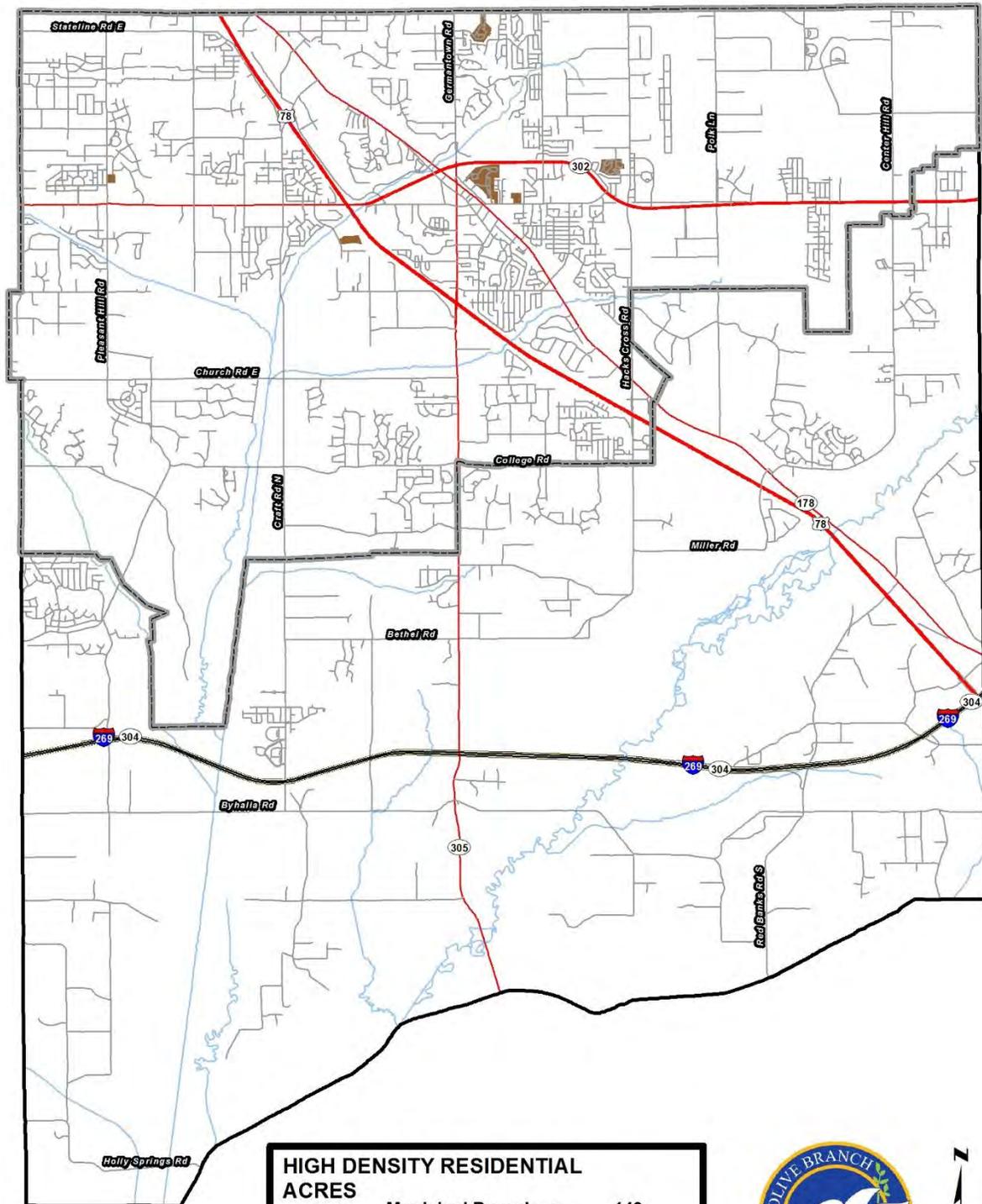
Character: This designation is characterized by large apartment complexes and also includes assisted living or nursing care facilities where the number of beds is proximate to the number of residential units, usually in excess of 8 units per acre.

Land Development Considerations: New multi-family development should take the form described in the “Medium Density Residential” Future Land Use Map category or be incorporated into the “Mixed Use Activity Center” designation in which live-work units and lofts, or stacked apartments over ground level retail would be encouraged.

Form & Pattern: Apartment complexes should be designed with ample parking. There should be adequate distance between buildings to provide green space and complexes should provide recreational amenities. There is a 3-story maximum height incorporated into the zoning code.

Density / Intensity: Maximum density of 15 units per acre.





Greenspace

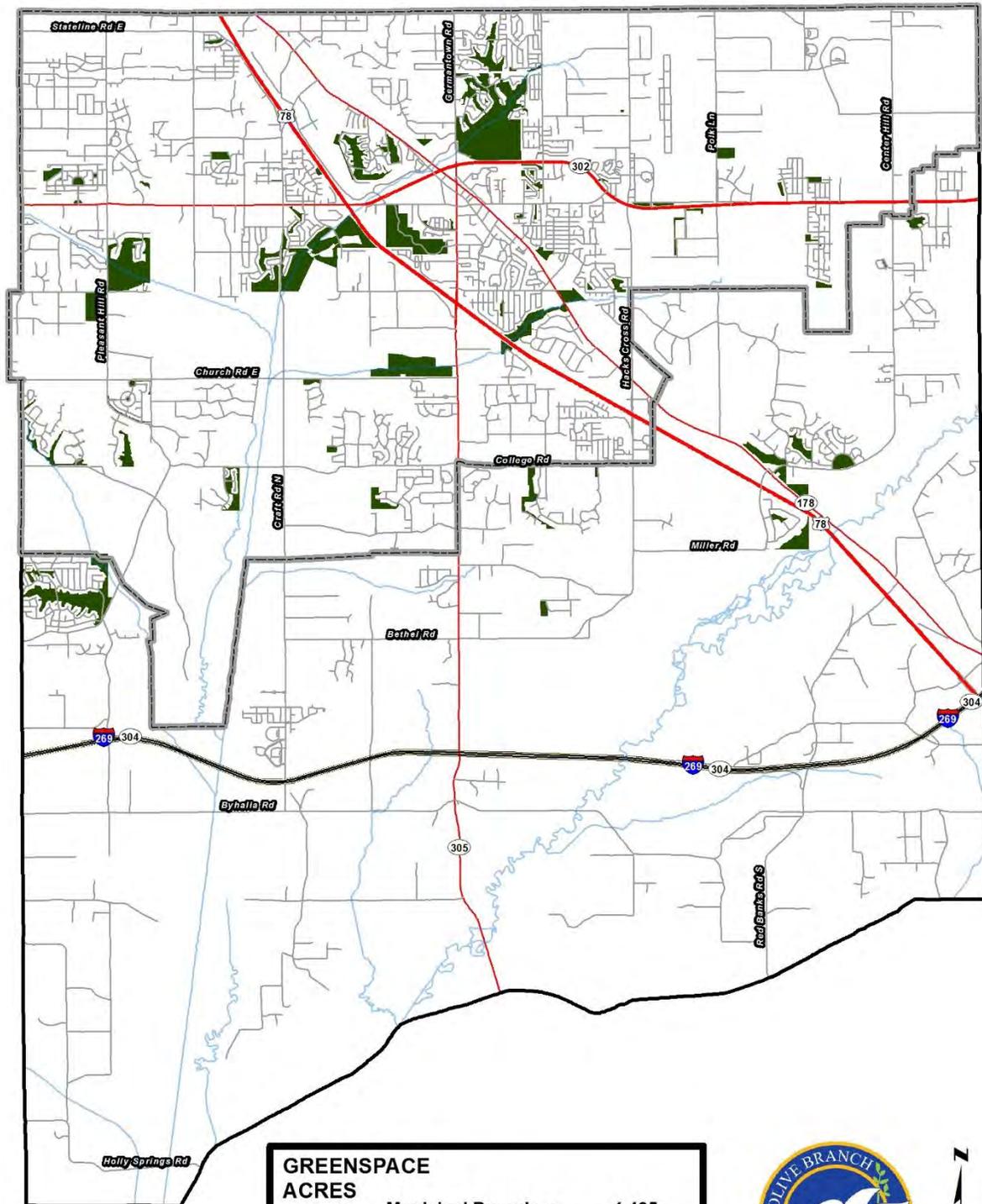
Character: This designation includes parkland, recreational sports complexes, and golf courses as well as landscaped open spaces available for passive recreation. In some cases, it may include environmentally sensitive areas such as wetlands, floodways, or areas constrained by topography that are undevelopable and identified for conservation.

Land Development Considerations: Neighborhood scale parks, passive parkland and golf courses are compatible with residential uses. However, recreational sports complexes have the potential to adversely impact adjacent residential areas due to field lighting, traffic and noise and need to be sited or buffered accordingly.

Form & Pattern: Varies widely, depending on the facility and its purpose.

Density / Intensity: NA





GREENSPACE ACRES	
Municipal Boundary:	1,495
Planning Area:	345
TOTAL AREA:	1,839



Mixed Use Activity Center

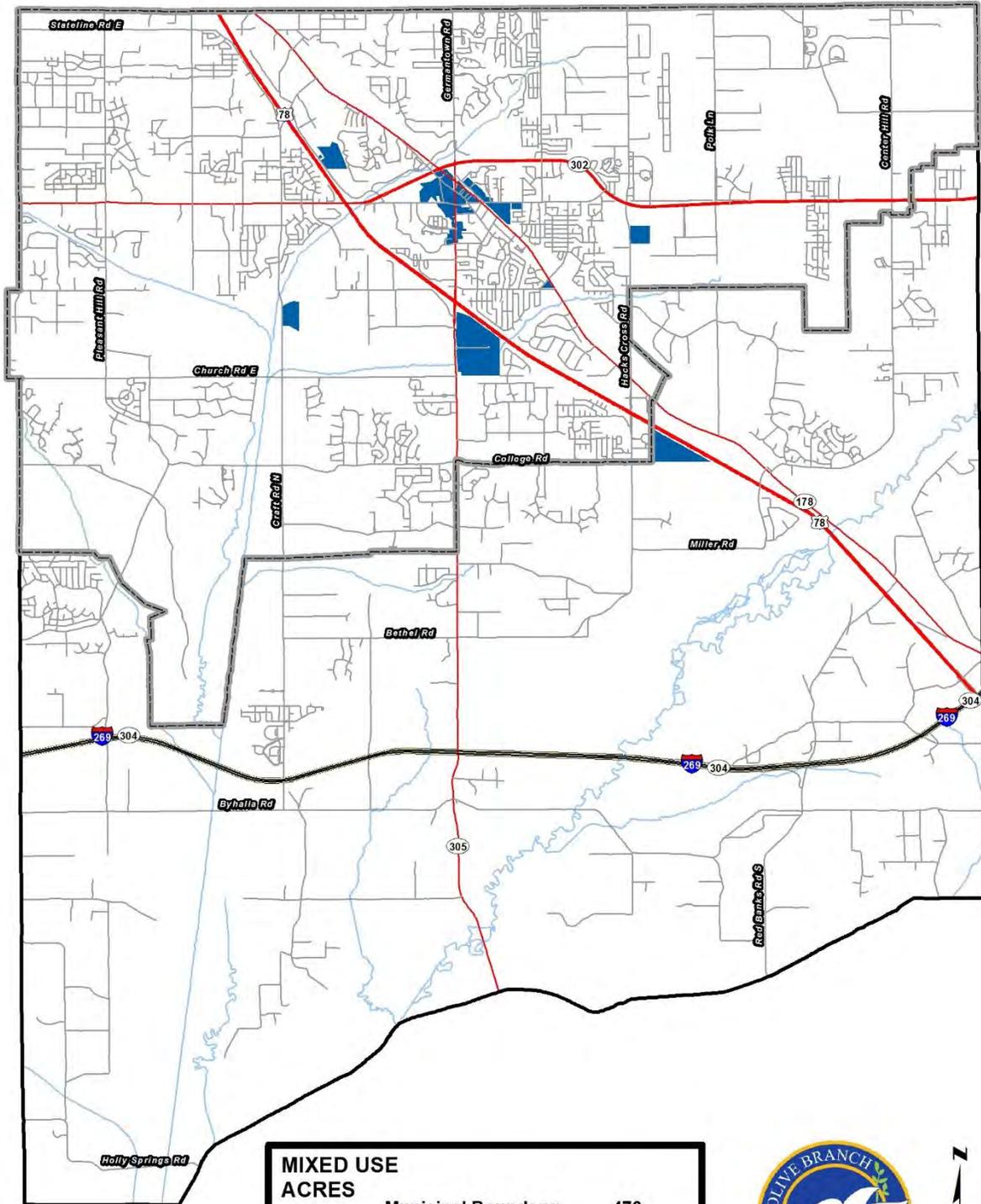
Character: These are distinct and identifiable places where higher density residential uses are mixed with commercial and office uses, including at least some within the same buildings. Activity centers share common architectural and design features, have a pedestrian orientation, and offer residents the ability to live in the same place where they work and shop, with opportunities for recreation and entertainment.

Land Development Considerations: This designation has been applied to several recently approved planned developments and has also been used for the Old Towne District. The Mixed Use Activity Center designation is located along arterial roadways, interchanges, and at major intersections; places that are easily accessible and near employment centers.

Form & Pattern: A mixed use activity center would typically include a traditional Main Street design, with on-street parking, wide sidewalks, street trees, and multi-story buildings where there are loft apartments over ground level retail and offices. With that setting the tone for the development, there would be additional single-use parcels developed for commercial, entertainment, and recreational opportunities as well as various housing types at different densities. In the case of Old Towne, it is expected that a special planning process would be used to identify certain elements for preservation and enhancement and others for wholesale redevelopment.

Density / Intensity: To be determined by a PD Master Plan, or in a Redevelopment Plan for Old Towne.





Commercial Corridor

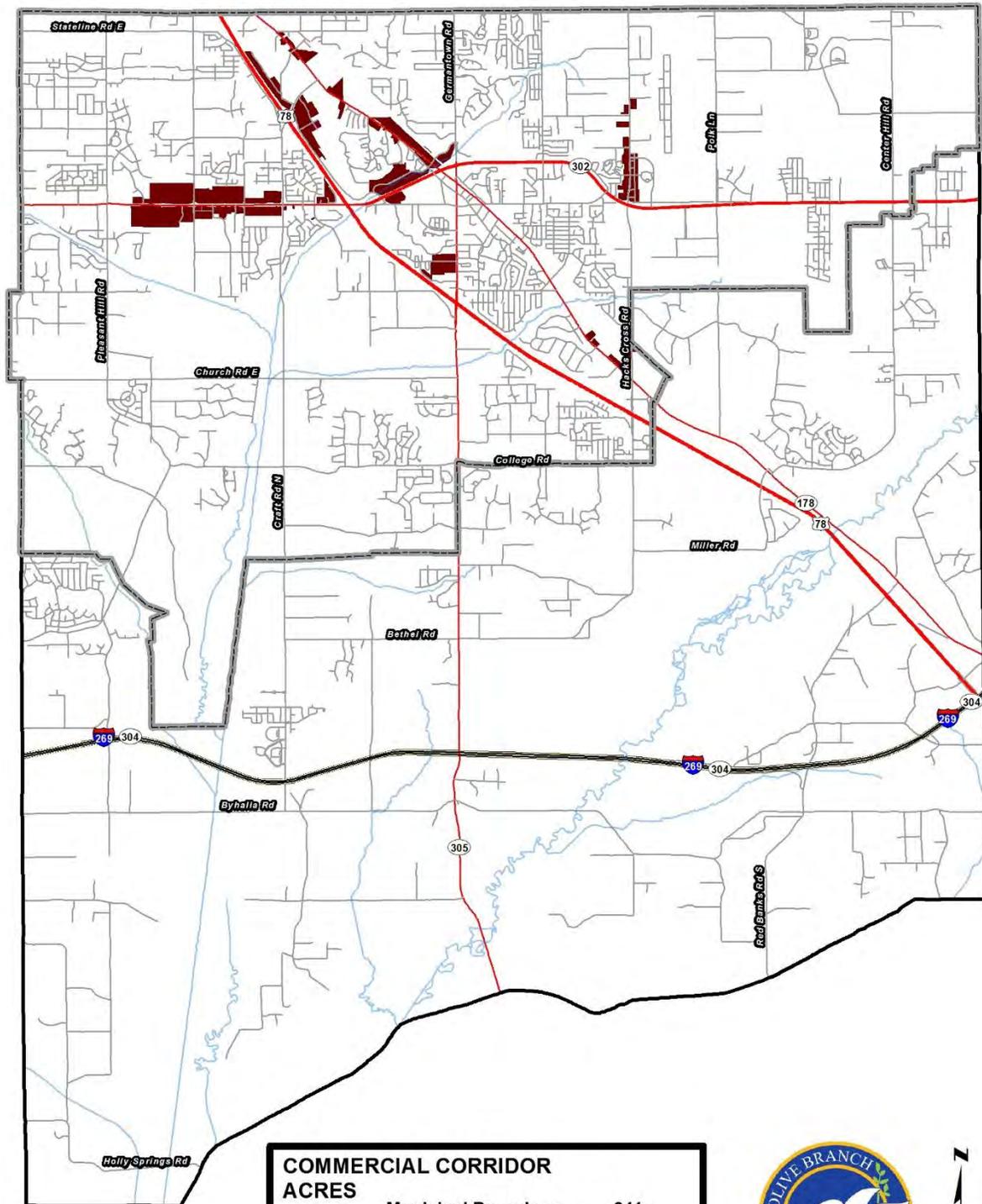
Character: Commercial corridors are developed with highway oriented commercial uses in a linear, or strip development pattern. Goodman Road (HWY 302) is the City's primary example of a commercial corridor with retail, restaurants, services, and office uses, but there are other corridors identified on the Future Land Use Map that incorporate commercial businesses with a heavier service orientation and an industrial orientation. These areas are designed for vehicular access; pedestrian facilities are either not available or very limited.

Land Development Considerations: As infill lots are developed along these corridors, parking lots need to be connected and access to signalized intersections should be provided where possible so left-hand turn movements are protected. Right-of-way improvements such as installation of medians, turn lanes, striping and lighting intended to improve traffic flow, control access, and enhance public safety should be considered along Goodman Road and some of the older corridors, such as HWY 178.

Form & Pattern: A linear, or strip development pattern for commercial uses is generally considered undesirable and the Plan recommends that it not be replicated. Access management along with architectural and sign controls and adherence to landscape standards must be maintained for infill development along existing commercial corridors.

Density / Intensity: 75% Impervious Surface Ratio (ISR). ISR measures the amount of area of a lot that is covered by building or paved area, which is impervious to stormwater percolation, divided by the total area of the lot. A 75% ISR means that 25% of the lot is green (grass or landscaped area).





COMMERCIAL CORRIDOR	
ACRES	
Municipal Boundary:	841
Planning Area:	0
TOTAL AREA:	841



Major Commercial Node

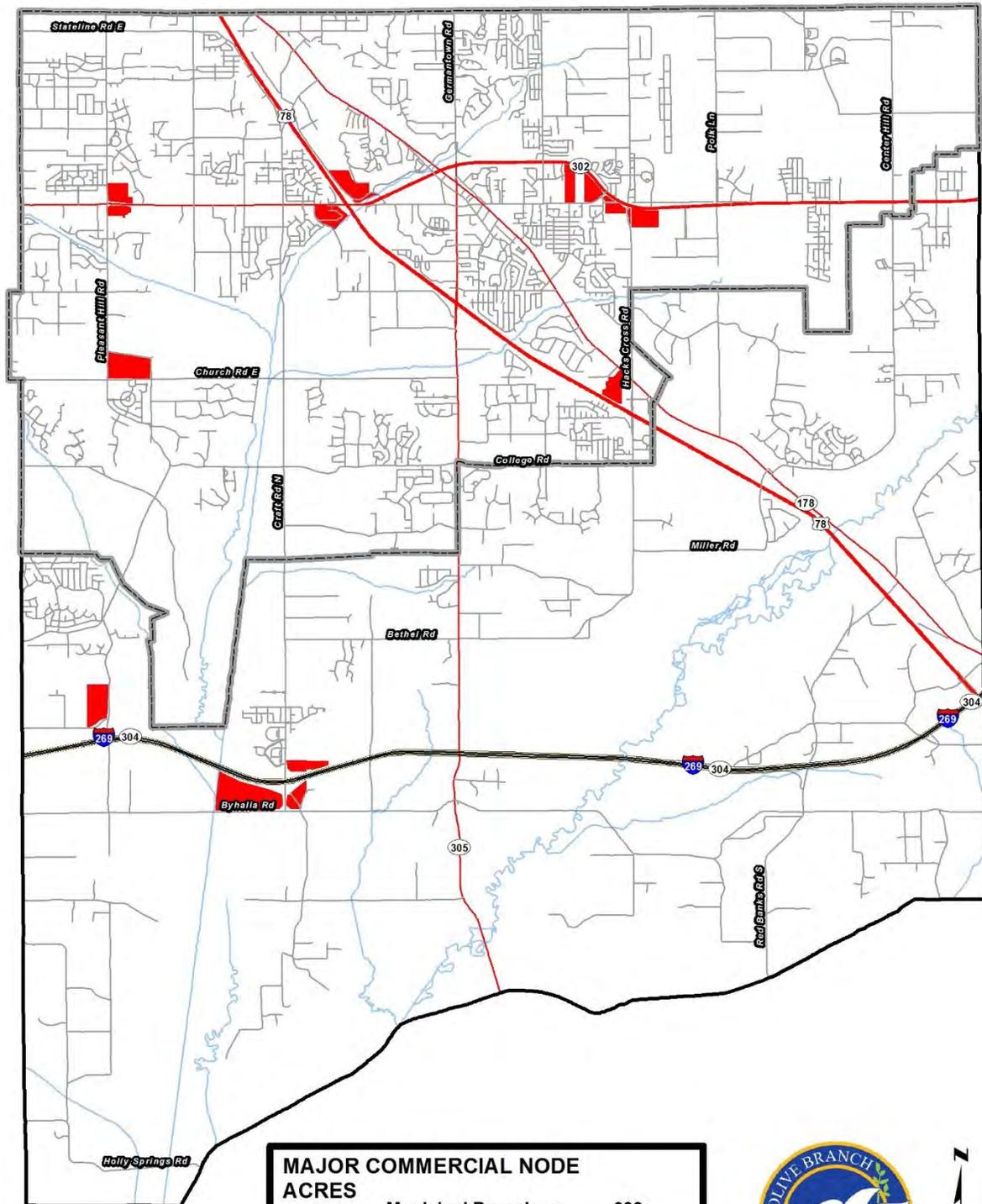
Character: Commercial nodes are characterized by shopping centers and “big box” retail establishments located at major intersections and highway interchange areas.

Land Development Considerations: The nodal model for large scale commercial development is considered to be a better alternative than a linear, or strip development pattern. This is due to the controlled access and the related improvement for traffic flow and safety.

Form & Pattern: The nodal model includes connected parking areas with landscaped islands and a pedestrian friendly environment where patrons should be able to park and comfortably walk to multiple businesses. The buildings should feature a unified architectural theme. Signage is provided with multi-tenant ground signs and there is typically some degree of coordination with wall signs for various businesses. Large scale shopping centers are also designed with stormwater detention facilities.

Density / Intensity: 75% Impervious Surface Ratio (ISR).





MAJOR COMMERCIAL NODE	
ACRES	
Municipal Boundary:	398
Planning Area:	278
TOTAL AREA:	676



Neighborhood Commercial

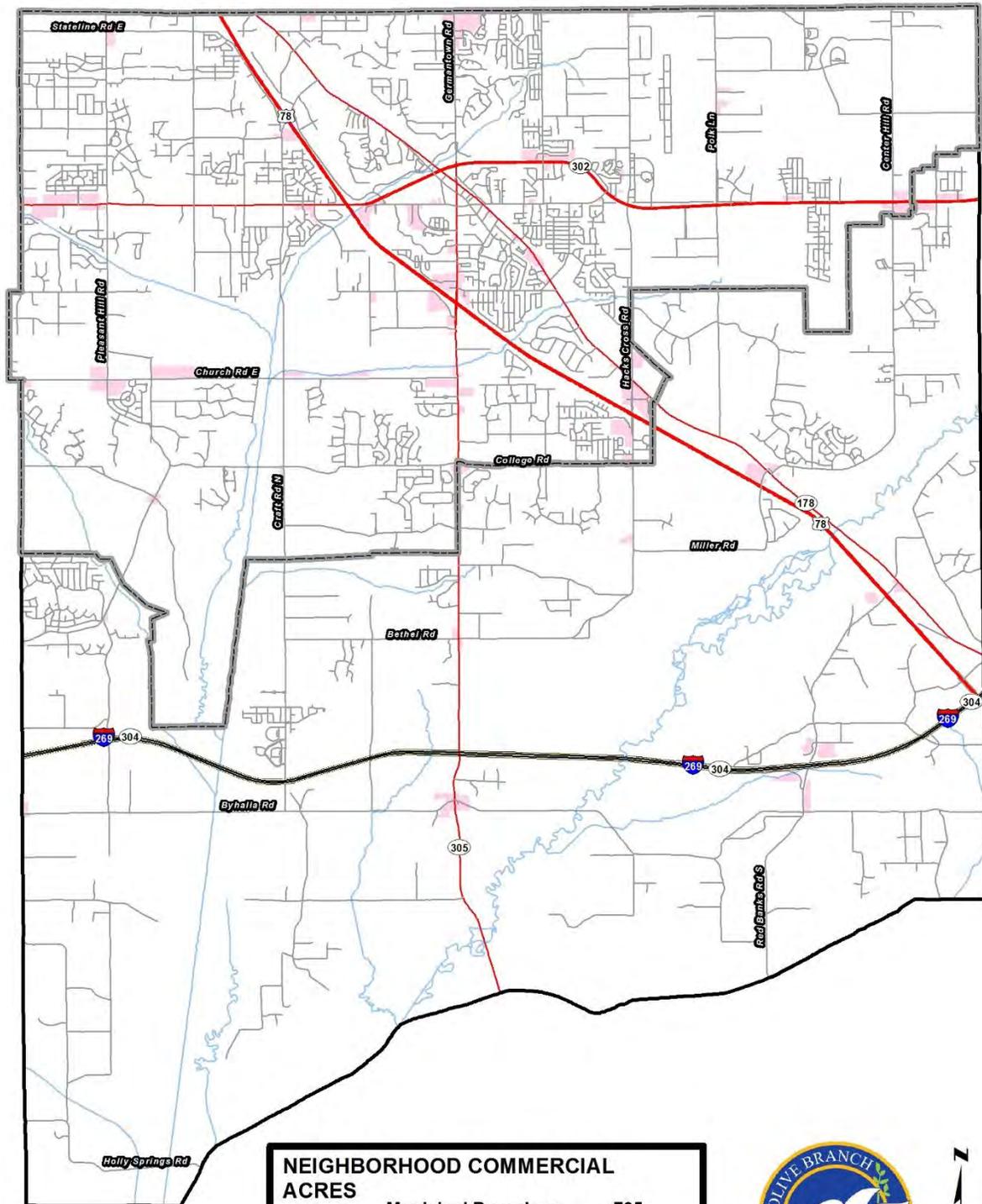
Character: Neighborhood commercial is often characterized by small scale multi-tenant retail and offices. It may include convenience stores with fuel pumps as a use conditioned upon adherence to locational criteria and aesthetic standards.

Land Development Considerations: Placed near residential neighborhoods, these areas are intended to provide convenience and reduce trip lengths and congestion on arterial and collector roadways.

Form & Pattern: Due to their proximity to residential uses, neighborhood commercial should be designed to a smaller scale, with compatible architectural design, signage, and landscaping. Special buffering provisions are required to ensure impacts of light, noise, and odors are properly addressed at the time of development. These areas need to be specifically designed to provide pedestrian access to suburban neighborhoods.

Density / Intensity: 65% Impervious Surface Ratio (ISR).





Technology / Employment Center

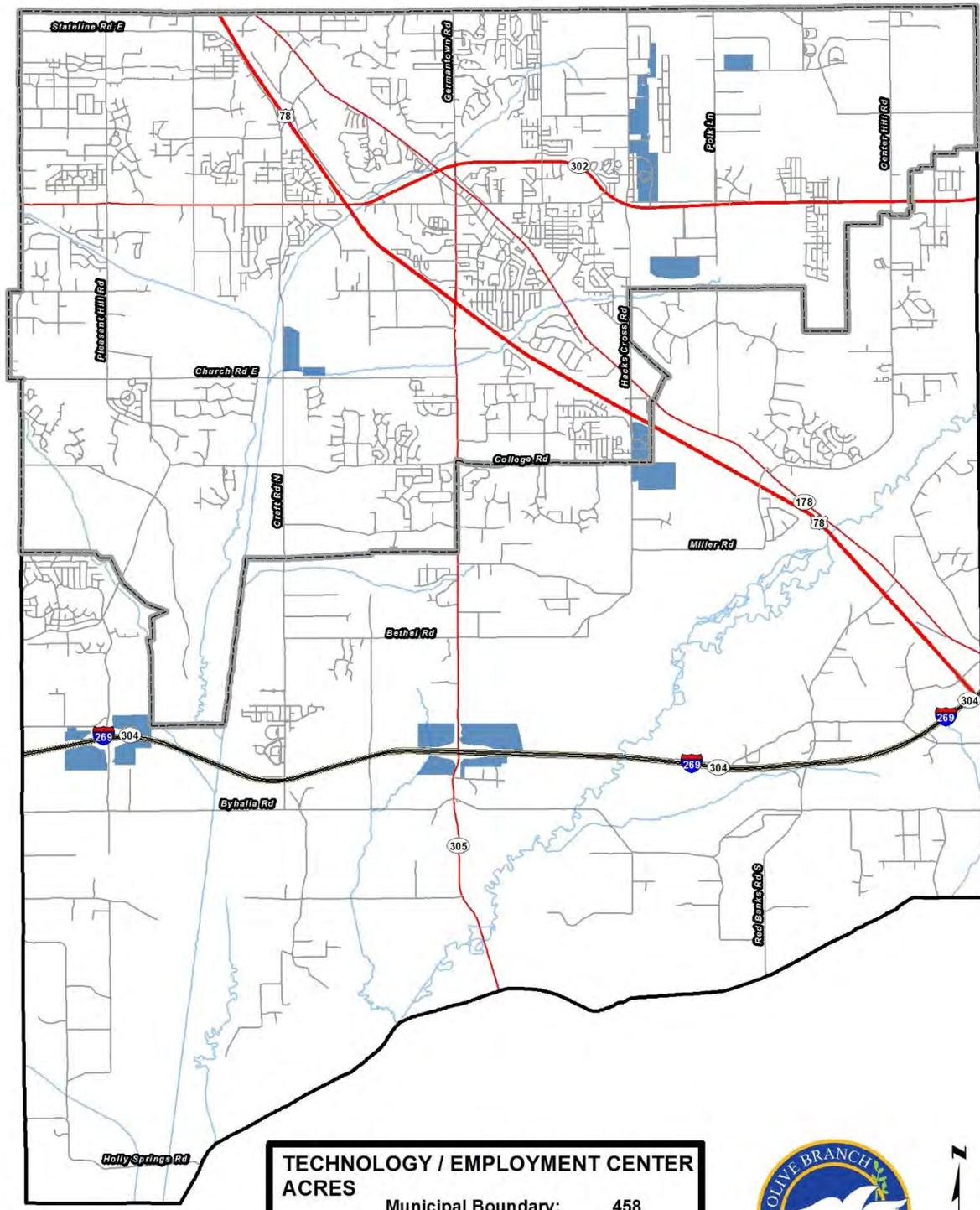
Character: This category is intended for corporate and professional office complexes, hospitals, and research parks.

Land Development Considerations: This use recognizes the community's desire to advance its economic development efforts with higher paying jobs associated with medical facilities and technology driven industries and has been applied at key locations near the Methodist Hospital, major intersections, near the airport, and along the I-269 interchange areas located within the planning area.

Form & Pattern: While some businesses fitting this category will likely have a substantial distribution component due to our region's locational advantages in the warehousing industry, the form the development would take may be more similar to a large scale office park. Given this development form, the land use designation would be deemed to be more compatible with suburban neighborhoods.

Density / Intensity: 70% Impervious Surface Ratio (ISR).





**Public
Semi-Public**

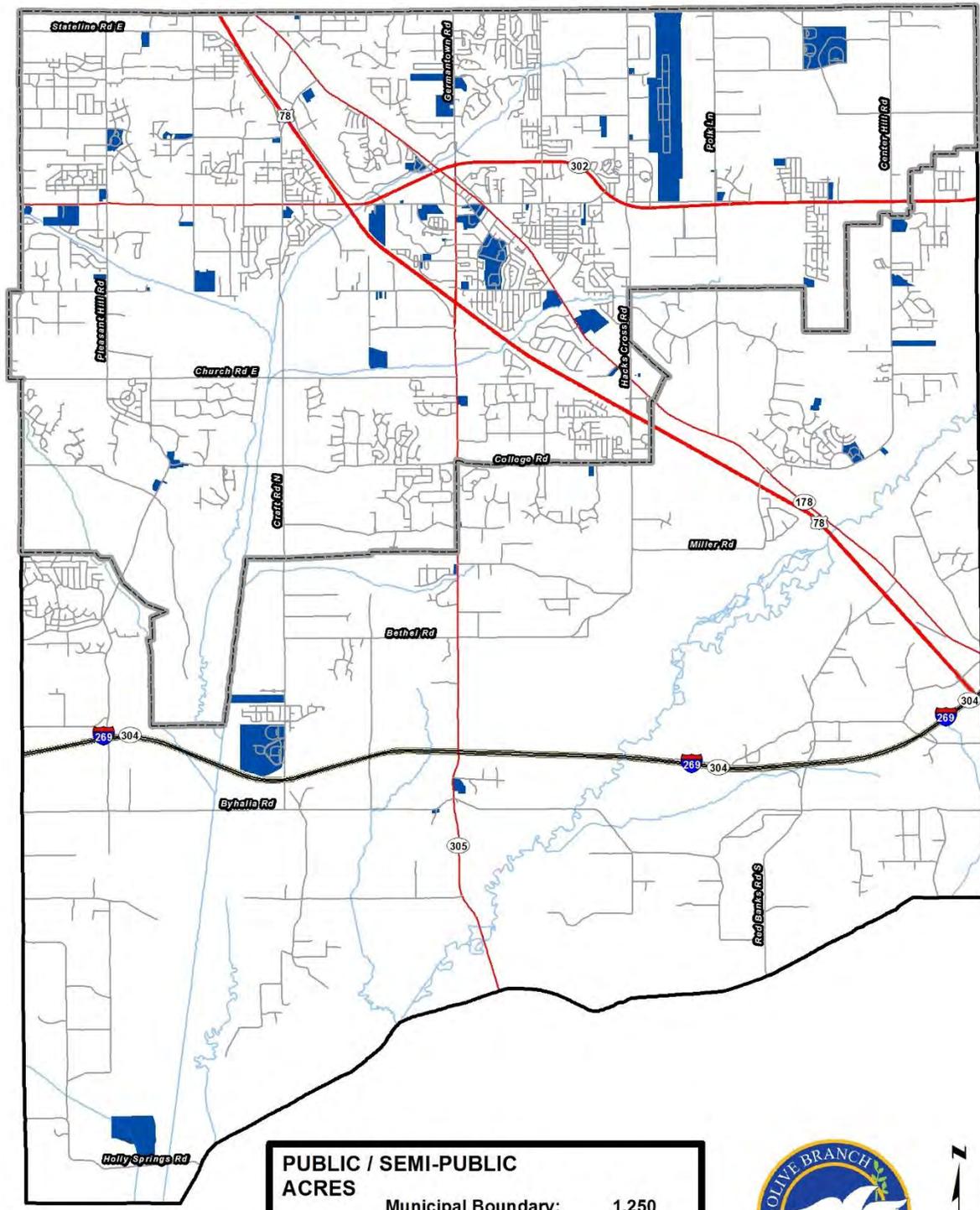
Character: This category is intended for institutional places of assembly, such as churches, schools, and governmental office buildings. It also includes governmental and quasi-governmental facilities, such as the airport and major utility installations. Public and private cemeteries are also classified in this designation.

Land Development Considerations: The chosen location of larger public and semi-public facilities has major consequences for future land development. As a primary example, school campuses typically attract the development of new suburban neighborhoods in their vicinity. Schools are major trip attractors and may impact off site traffic patterns, or trigger the need for improvements to the transportation system along with major utility upgrades. For these reasons, the Comprehensive Plan promotes inter-governmental cooperation in making locational decisions for major public and semi-public facilities.

Form & Pattern: Application of design principles should encourage large institutional campuses to utilize a consistent architectural theme complimented by attractive landscaping and incorporation of stormwater management facilities. Large institutional campuses should be both walkable and functional. The provision of adequate circulation and parking are critically important.

Density / Intensity: 65% Impervious Surface Ratio (ISR).





PUBLIC / SEMI-PUBLIC ACRES	
Municipal Boundary:	1,250
Planning Area:	457
TOTAL AREA:	1,707



**Industrial /
Distribution**

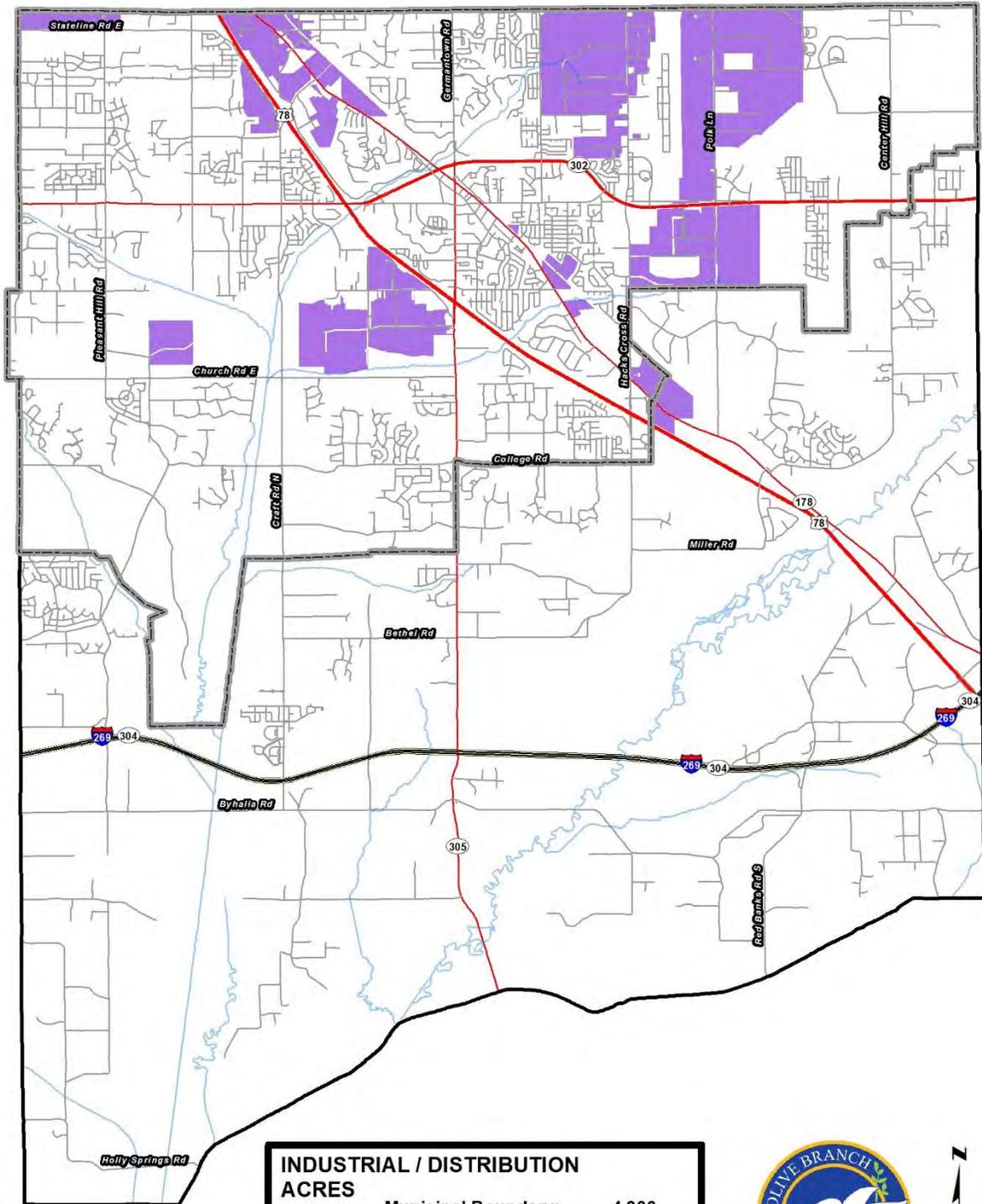
Character: This designation includes large areas for manufacturing and warehouse distribution. The City of Olive Branch is among the nation’s largest centers for warehouse distribution.

Land Development Considerations: While these facilities are deemed to be desirable due to job growth and tax revenues, their size and scale and the generation of truck traffic means they should ideally be sited near similar uses in areas readily accessible to the highway interstate system or rail lines. When they are located in proximity to residential neighborhoods, active measures need to be taken to maximize buffering, including preservation of natural landscape or installation of landscaped berms.

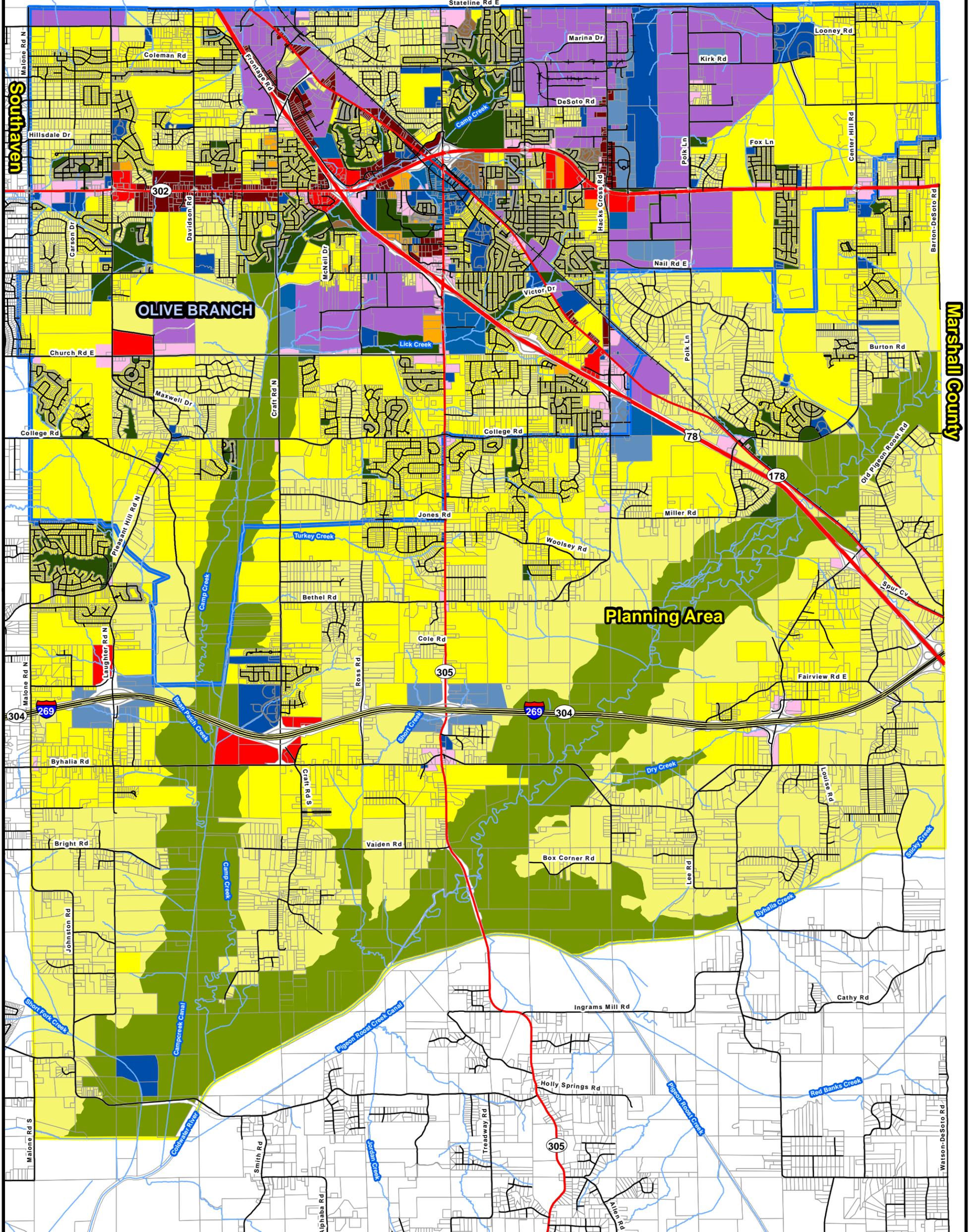
Form & Pattern: The preponderance of existing and planned facilities utilize tilt-up concrete wall construction, provide substantial landscaping and incorporate relatively large stormwater management facilities due to the amount of impervious areas (rooftop and pavement). The buildings have large footprints and are typically about 35' in height, but use of scoring techniques on the walls, neutral color schemes, and enhanced architecture for the office areas can make them reasonably attractive. Nevertheless, measures should be taken to minimize the visibility of loading bay doors. This can be achieved through building orientation, design, and landscaping.

Density / Intensity: 80% Impervious Surface Ratio (ISR).





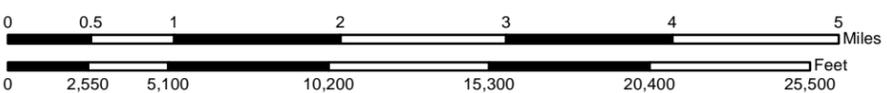
State of Tennessee



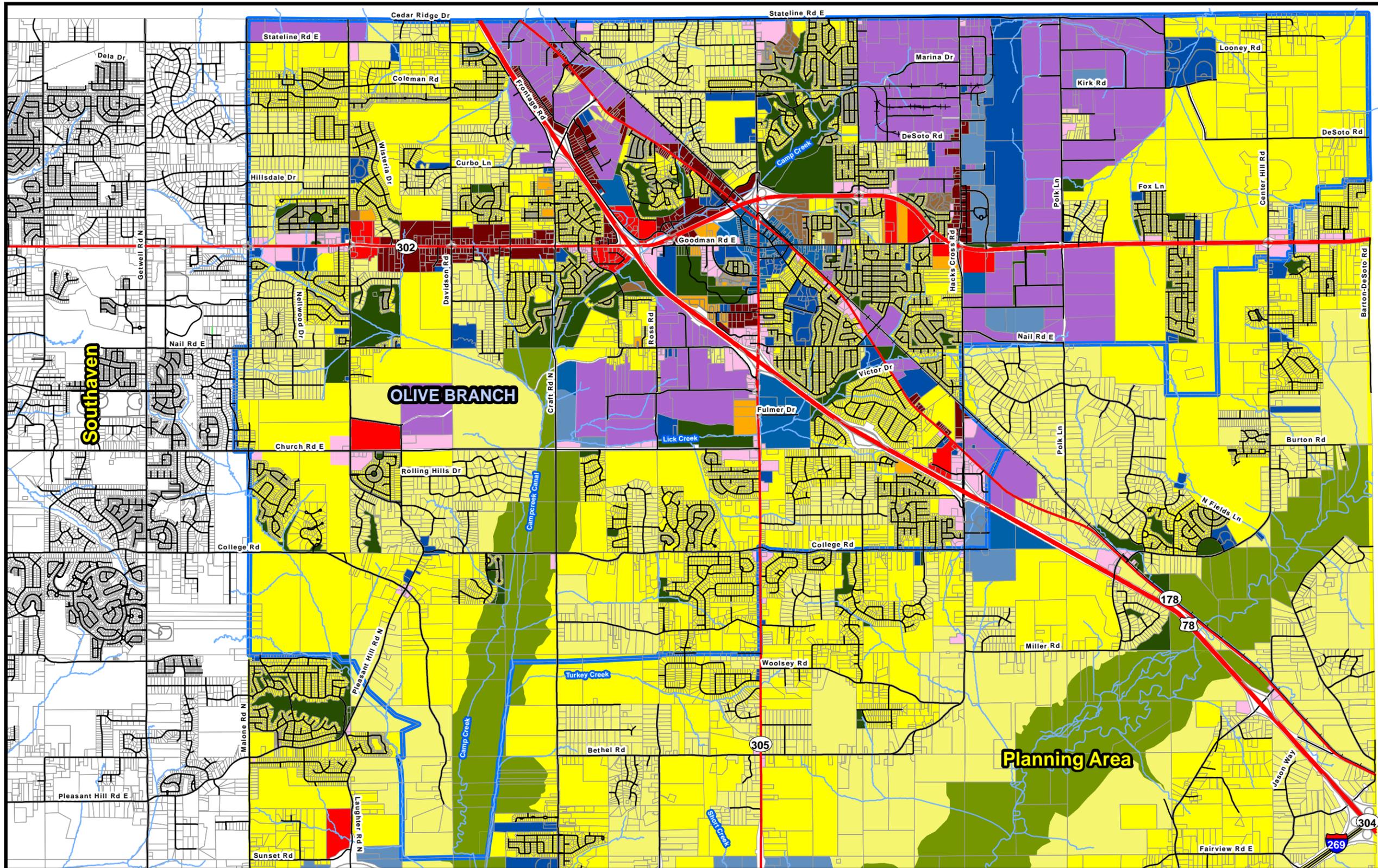
- | | | |
|----------------------------------|-----------------------------------|--|
| FUTURE LAND USE | MEDIUM DENSITY RESIDENTIAL | RAILROADS |
| AGRICULTURAL / RURAL RESIDENTIAL | MIXED USE | Waterways |
| COMMERCIAL CORRIDOR | NEIGHBORHOOD COMMERCIAL | Tax Parcels |
| GREENSPACE | PUBLIC / SEMI-PUBLIC | Municipal Boundary (Effective 5/28/2021) |
| HIGH DENSITY RESIDENTIAL | RURAL ESTATE | Planning Area Outside Municipal Boundary |
| INDUSTRIAL / DISTRIBUTION | SUBURBAN NEIGHBORHOOD | |
| MAJOR COMMERCIAL NODE | TECHNOLOGY / EMPLOYMENT CENTER | |

MAP 4.7 Future Land Use Map

Sources: DeSoto County GIS & Olive Branch GIS



Note: This map is accurate for planning purposes only.

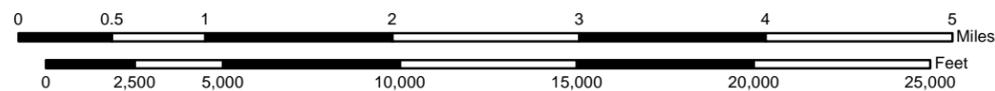


FUTURE LAND USE

- AGRICULTURAL / RURAL RESIDENTIAL
- COMMERCIAL CORRIDOR
- GREENSPACE
- HIGH DENSITY RESIDENTIAL
- INDUSTRIAL / DISTRIBUTION
- MAJOR COMMERCIAL NODE

- MEDIUM DENSITY RESIDENTIAL
- MIXED USE
- NEIGHBORHOOD COMMERCIAL
- PUBLIC / SEMI-PUBLIC
- RURAL ESTATE
- SUBURBAN NEIGHBORHOOD
- TECHNOLOGY / EMPLOYMENT CENTER

- Railroads
- Waterways
- Tax Parcels
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary



MAP 4.8

Future Land Use Map (City Zoom)

Sources: DeSoto County GIS & Olive Branch GIS



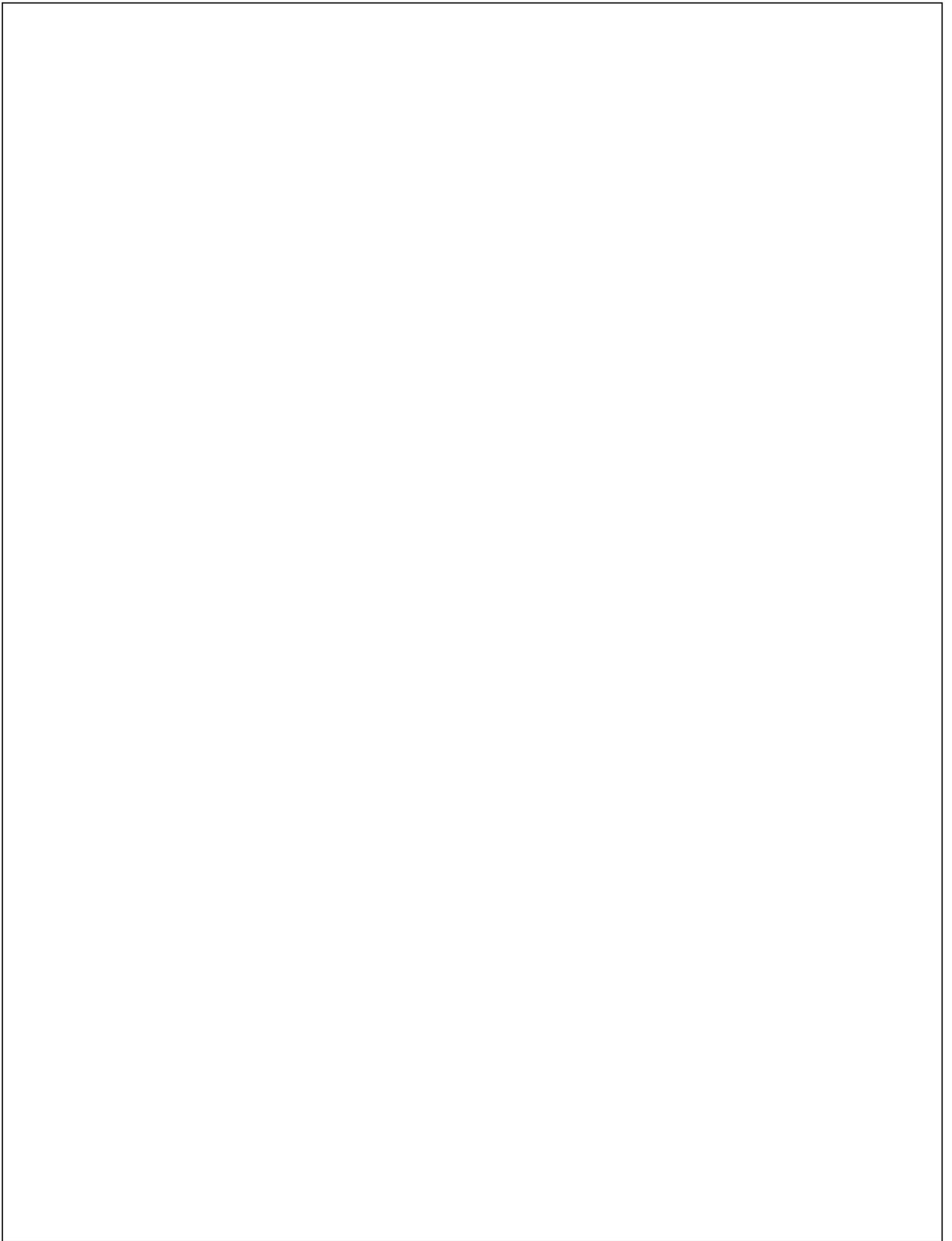
Note: This map is accurate for planning purposes only.

Southaven

OLIVE BRANCH

Planning Area

Marshall County





Chapter 5

TRANSPORTATION PLAN

Introduction

Functional Classification

Roadway Conditions

Transportation Improvements

Selected Average Daily Traffic Counts

Worker Flows



Olive Branch is located at a major hub for interstate travel and intermodal transportation. Expanding and improving the road network is vital to ensuring continued economic growth and to maintain ease of travel for residents, which is an important quality of life measure.

INTRODUCTION

From Olive Branch's earliest transportation systems making the City a stopover for cattle trains to today's system which provides a network to support the warehouse distribution industry and allows for short commutes throughout the region, the impact of transportation on land development, economic growth, and quality of life are evident. This is the reason transportation is a primarily component of the Comprehensive Plan.

One of Olive Branch's largest vehicular corridors is Interstate 22 (U.S. Highway 78), passing through the City from the Tennessee-Mississippi state line in the north to the southeast corner of the City. I-22 serves as a main corridor into Memphis, Tennessee to the north, as well as Tupelo, Mississippi, and Birmingham, Alabama to the southeast. Parallel to I-22, MS HWY 178 runs through downtown Olive Branch. MS HWY 302 runs east-west through the center of Olive Branch, and bisects the major north-south routes including I-22 and HWY 178. HWY 302 also connects Olive Branch with Southaven to the west and Interstate 269 (I-269) to the east. Another major north-south route, MS HWY 305, runs from the state line south to I-269 and eventually to Tate County. Olive Branch's other major roads include, but are not limited to: Pleasant Hill Road; Craft Road; Hacks Cross Road; Stateline Road; and Church Road. In the Planning Area, I-269 is a major corridor, as well as Bethel Road, Byhalia Road, College Road, and Red Banks Road.

These major facilities form the basis of the City's roadway network with growth patterns following along these corridors. Although most of the major roads are on a grid, local streets and minor collector roads around the City and Planning Area may be more curvilinear.

FUNCTIONAL CLASSIFICATION

According to the Federal Highway Administration (FHWA) *Functional Classification Guidelines*, functional classification is a method used to group streets and roadways into categories based on the level of transportation service provided. The assumption is that individual roadways carry traffic independently, but work together to form a network of traffic flow. This overall network assigns classifications to roadways based upon the proportion of traffic each road generates within the entire network. Map 5.1 illustrates Olive Branch functional transportation network.

Transportation planners use three main classifications when determining the level of traffic on roadways—arterial, collector, and local. Each classification can be further broken down into sub-classifications, such as major and minor, depending on the size and scale of the transportation system. The Mississippi Department of Transportation (MDOT) assigns classifications for rural and urban areas. The roadway classifications in this plan are based on the MDOT functional classifications for the Memphis Urbanized Area and DeSoto County.

Arterials

Arterial roads (principal and minor) are designed to accommodate a large volume of trips characteristic of statewide or regional travel. Principal arterials typically serve and connect the major activity centers around the state and accommodate the largest amount of traffic. Olive Branch and the Planning Area have 5 principal arterials:

- Interstate 22 (U.S. Highway 78)
- Interstate 269
- Mississippi Highway 178
- Mississippi Highway 302 (Goodman Road)
- Mississippi Highway 305 (Germantown Road)

Olive Branch and the Planning Area have 9 minor arterials:

- Mississippi Highway 305 from College Road south to the Planning Area limits.
- Church Road from HWY 305 west to the Planning Area limits.
- College Road from Hacks Cross Road west to Rebekah Drive.
- Craft Road from HWY 178 south to Church Road.
- “Old” Goodman Road between its two intersections with HWY 302.
- Hacks Cross Road / Bethel Road from Stateline Road south to College Road.
- Pleasant Hill Road from Stateline Road south to Church Road.
- Polk Lane from State Line Road south to HWY 302.
- Stateline Road from Forest Hill Irene Road west to the Planning Area limits.

Collectors

Whereas arterials function to serve statewide and regional travel, collector roads (major and minor) serve the county-wide traffic network. They collect and distribute vehicles from local roads to arterials. Collectors serve an important role to keep heavy traffic off local roads, funneling traffic to larger roads and, eventually, to arterial roads. Collectors in Olive Branch and the Planning Area include:

- Malone Road (the portion within the Olive Branch corporate limits)
- Malone Road / Johnson Road from Byhalia Road south to Holly Springs Road.
- Nail Road from Malone Road east to Pleasant Hill Road.
- Douglas Drive from Malone Road east to Pleasant Hill Road.
- Davidson Road from Stateline Road south to Timber Oaks Drive.
- Curbo Lane / Blue Bird Lane from Davidson Road east to Craft Road.
- Alexander Road from Stateline Road south to Goodman Road.
- DeSoto Road from Alexander Road east to Hacks Cross Road.
- East Sandidge Road / Magnolia Drive from HWY 305 northeasterly to Goodman Road.
- Center Hill Road from the Tennessee-Mississippi state line south to HWY 178.
- HWY 178 from the City limits southeasterly to the DeSoto-Marshall County line.
- Bethel Road from the City limits southwesterly to HWY 305.
- College Road from the Rebekah Drive west to Pleasant Hill Road.
- College Road from Pleasant Hill Road west to the Planning Area limits.
- Pleasant Hill Road from Church Road south to the Planning Area limits.
- Byhalia Road from the DeSoto-Marshall County line west to the Planning Area limits.
- Red Banks Road from HWY 178 south to the Planning Area limits.

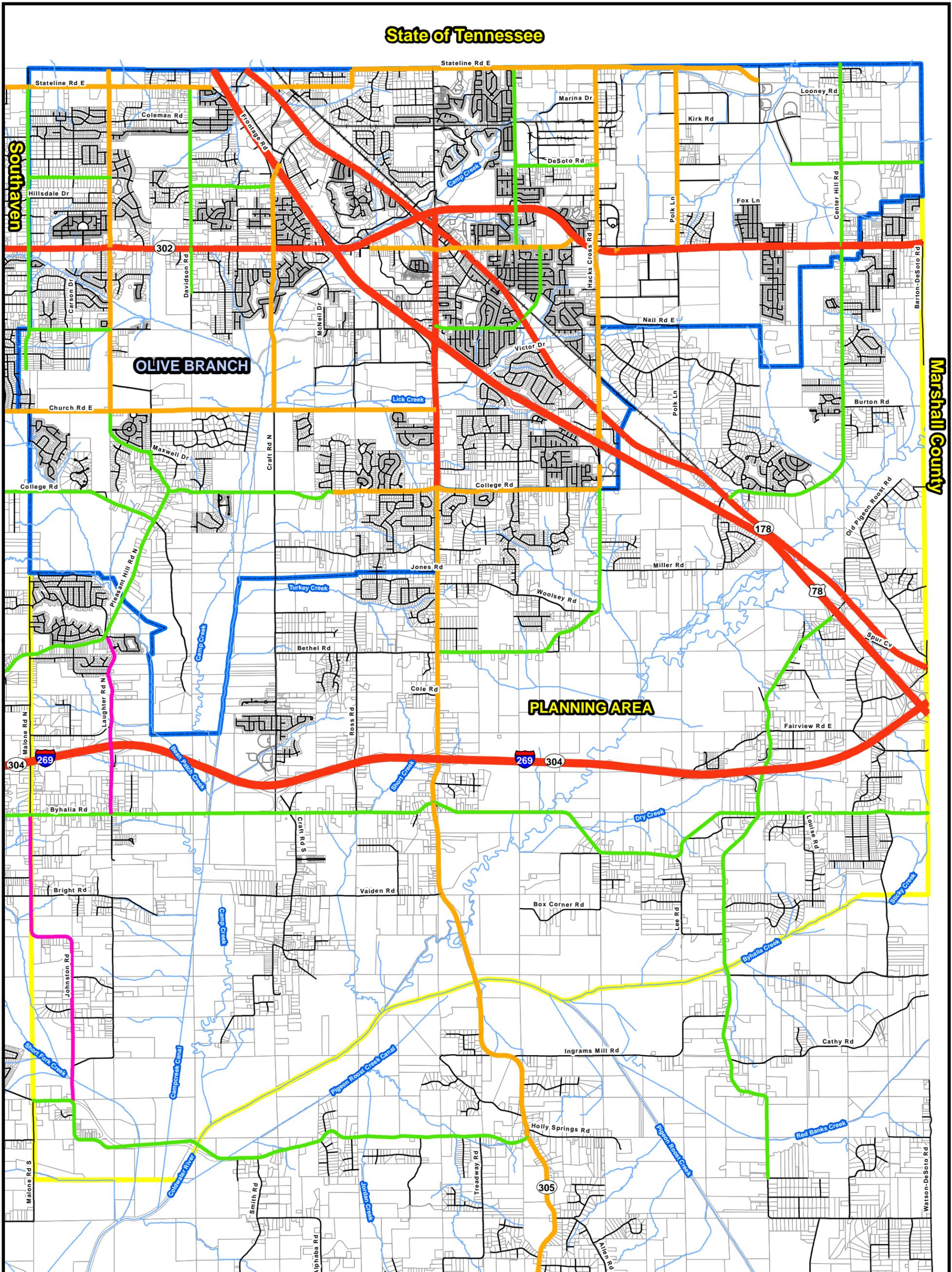
- Holly Springs Road (the small portion within the Planning Area).
- Laughter Road from Pleasant Hill Road south to Byhalia Road.

Local Roads

Local roadways connect and carry traffic from adjacent land uses to roadways of higher classification for dispersal of traffic flow. Local streets have most residential driveway connections and serve short distance travel with lower speed limits than arterials and collectors. Within the City of Olive Branch and the Planning Area, local roads include all other county and city facilities not classified as arterials and collectors. The majority of streets and road miles in Olive Branch are classified as local roads.



State of Tennessee



Waterways	Principal Arterial
Municipal Boundary (Effective 5/28/2021)	Minor Arterial
Planning Area Outside Municipal Boundary	Major Collector
Tax Parcels	Minor Collector

0 0.5 1 2 3 4 5 Miles

0 2,550 5,100 10,200 15,300 20,400 25,500 Feet



Sources: DeSoto County GIS & Olive Branch GIS



MAP 5.1 Functional Classification Map

Note: This map is accurate for planning purposes only.

ROADWAY CONDITIONS

There are over 250 miles of local roadways within the Olive Branch corporate limits. Many are in good condition, but there are older streets suffering from pavement cracking and potholes. Promoting a shorter street paving cycle helps address these issues and can prevent pavement cracking if roads are repaved in a timely manner and in 2022, the City began utilization of a pavement management program.

Considering projected levels of residential development over the 20 year planning timeframe, inclusive of industrial growth and associated freight traffic, there will be a need for significant road construction and widening of existing road facilities. Efficient traffic flow requires an integrated system of local roads, collectors, and arterials. With interstate and interregional traffic moving through the City, traffic delays can be problematic. As new developments are constructed, roadways should incorporate sidewalks and bike lanes to make the roadway system safe, functional, and durable.

TRANSPORTATION IMPROVEMENTS

There are various improvements that Olive Branch needs to make to its transportation network to maintain an efficient and safe flow of traffic in the City.

Congestion Relief

Numerous areas within Olive Branch and the planning area have various degrees of traffic congestion. Bottlenecks and backups occur when a road or intersection is over capacity yet continues to receive additional vehicles. Although several facilities have intermittent issues, the most congested roads in Olive Branch are HWY 302 and HWY 305.

There are numerous methods to help ease traffic congestion, with varied design challenges, costs and associated benefits. Some of these solutions include retiming or adding traffic signals at intersections, access management to reduce curb cuts and control movements, and adding turn lanes near intersections. Preferred designs should minimize cost and improve traffic flow and address safety.

Street Widening

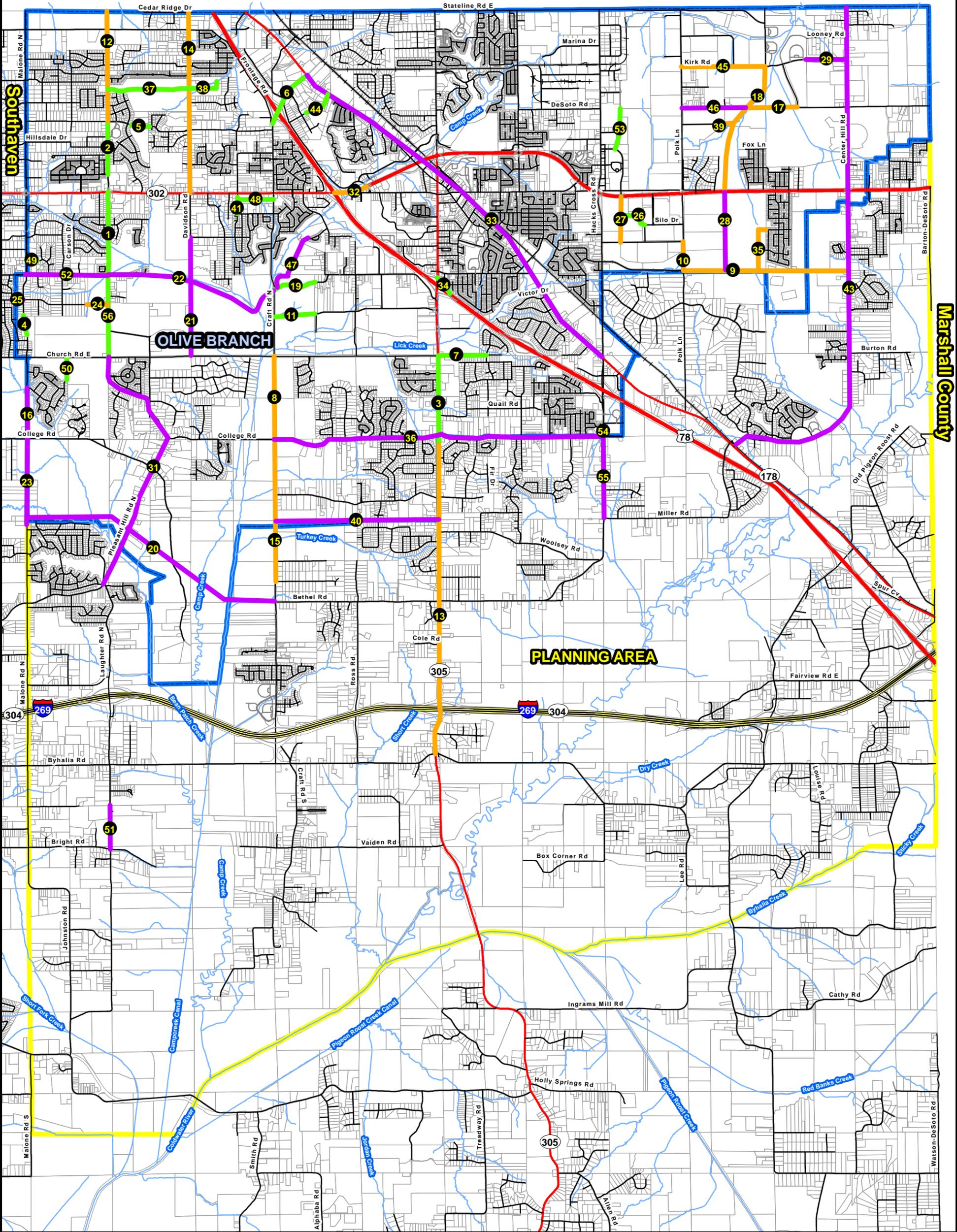
After meeting with various stakeholders, one of the biggest concerns voiced by residents and officials is that in order to improve the transportation network numerous roads may need to be widened. Most of the roads that may need to be widened are collectors, which should help to facilitate local traffic flow around the City. Roads suggested for widening include (but are not limited to): Stateline Road; Pleasant Hill Road; HWY 305; Bethel Road; Craft Road; Davidson Road; and Center Hill Road. Map 5.2 shows proposed street improvements over a proposed short (5 year), medium range (10-20 year) and as well as long range projects that could exceed the 2040 planning period.

Additional Connections

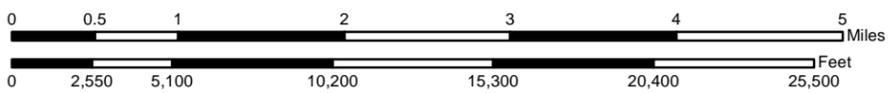
As Olive Branch continues to grow, it is important to connect roads that have been cut off or need to be expanded. I-22 cuts diagonally across the City. Stateline Road does not cross over I-22 and the Craft Road bridge is only a two-lane facility. Thus, there are limited facilities - particularly in the northern part of the City - that can be used as an alternative to HWY 302 for east/west travel. South of HWY 302, the limited crossings of I-22 can impede travel in all directions. With the barrier created by I-22, it is imperative to provide alternative travel routes within a more complete street network. Map 5.2 show these additional connections and identifies potential sources of funding for these improvements.

MAP #	Timeline	Road Name	Segment	Road Miles	Project Type	Potential Funding
1	5-yr Plan	Pleasant Hill Rd	Goodman Rd to Nail Rd	1.01	4-lane divided boulevard	Local
2	5-yr Plan	Pleasant Hill Rd	Douglas Rd to Stone Blvd	0.79	5-lane widening	DFA & COB
3	5-yr Plan	HWY 305	Church Rd to College Rd	1.33	5-lane widening	MDOT
4	5-yr Plan	Malone Rd	Nail Rd to Church Rd	0.30	2-lane road extension	Developer
5	5-yr Plan	Douglas Rd	Pleasant Hill Rd to Davidson Rd	0.27	2-lane road extension	Developer
6	5-yr Plan	New Craft Rd & I-22	HWY 178 to Bluebird Lane	0.90	lane widening & signalization	Local & MDOT
7	5-yr Plan	Church Rd	HWY 305 to Mary Lane	0.71	2-lane road extension	Local
8	10-yr Plan	Craft Rd	Church Rd to College Rd	1.24	5-lane widening	Local
9	10-yr Plan	Nail Rd East	Polk Lane to Centerhill Rd	2.45	3-lane road extension	Local
10	10-yr Plan	Polk Lane	Nail Rd East to Progress Way	0.43	3-lane road extension	Local
11	5-yr Plan	Nail Rd East	Craft Rd to Market Drive	0.60	5-lane road extension	Developer
12	10-yr Plan	Pleasant Hill Rd	Douglas Rd to Staeline Rd	1.65	5-lane widening	MPO
13	10-yr Plan	HWY 305	College Rd to Byhalia Rd	4.65	5-lane widening	MDOT
14	10-yr Plan	Davidson Rd	Goodman Rd to Staeline Rd	2.73	3-lane road widening	MPO
15	10-yr Plan	Craft Rd	College Rd to Current City Limits	2.14	5-lane widening	Local
16	Long Range Vision Plan	Malone Rd	Church Rd to College Rd	0.76	4-lane divided boulevard	Local
17	10-yr Plan	DeSoto Rd	Eastern Dr to Mustang Dr	0.77	2-lane road extension	Developer
18	10-yr Plan	Forrest Hill Irene	Kirk Rd to Goodman Rd	2.05	2-lane road extension	Developer
19	5-yr Plan	W. Sandidge Rd	Craft Rd to Ross Rd	0.64	2-lane road extension	Developer
20	Long Range Vision Plan	Star Landing Rd	Malone Rd to Craft Rd	4.10	2-lane road extension	Local
21	Long Range Vision Plan	Davidson Rd	Davidson Rd to Church Rd	1.77	2-lane road extension	Local
22	Long Range Vision Plan	Nail Rd East	Pleasant Hill Rd to Craft Rd	2.74	2-lane road extension	Local
23	Long Range Vision Plan	Malone Rd	College Rd to Star Landing Rd	1.30	2-lane road extension	Local
24	10-yr Plan	Roman Forest Dr	Pleasant Hill Rd to Roman Forest Dr	0.32	2-lane road extension	Developer
25	Long Range Vision Plan	Roman Forest Dr	River Points Dr to Malone Rd	0.17	2-lane road extension	Local
26	5-yr Plan	Silo Dr	Woods Blvd to White Dr	0.44	3-lane road extension	Developer
27	10-yr Plan	Woods Blvd	HWY 302 to Progress Way	0.69	3-lane road extension	Developer
28	Long Range Vision Plan	Forrest Hill Irene Rd	HWY 302 to Nail Rd E	1.17	3-lane road extension	Developer
29	Long Range Vision Plan	Kirk Rd	Centerhill Rd to Kirk Rd	0.60	2-lane road extension	Local
31	Long Range Vision Plan	Pleasant Hill Road	Church Rd to Laughter Rd	4.08	3-lane road widening	Local
32	10-yr Plan	HWY 302 / Goodman Rd	HWY 78 to Craft-Goodman Rd	0.50	widen to 7-lanes	MDOT
33	Long Range Vision Plan	HWY 178	Craft Rd to Bethel Rd	6.18	widen to 3-lanes	MDOT
34	5-yr Plan	HWY 78 Ramp	Intersection Improvements	0.30	add dual left lane	MDOT
35	10-yr Plan	Oxbourne	Oxbourne N to Nail Rd E	0.73	New 2-lane rd	Local
36	Long Range Vision Plan	College Rd	Craft Rd to Bethel Rd	4.98	3-lane road widening	Local
37	5-yr Plan	SouthBranch Spine Rd	Pleasant Hill Rd to Douglas Rd	1.23	2-lane road extension	Developer
38	5-yr Plan	Carson Creek Subdivision	Douglas Rd to end	0.51	2-lane road extension	Developer
39	10-yr Plan	Forest Park Dr	Forest Park Dr to Forest Hill Irene Rd	0.13	road extension	Developer
40	Long Range Vision Plan	Jones Rd	Craft Rd to HWY 305	2.43	county road project	Local
41	5-yr Plan	W. Hamilton Circle	HWY 302 to S. Hamilton Circle	0.25	road widening project	Local
43	Long Range Vision Plan	Centerhill Road	Goodman Rd to Staeline Rd	7.94	5-lane road widening	TBD
44	5-yr Plan	Dixie Drive	Maygan Dr to HWY 178	0.47	road extension	Developer
45	10-yr Plan	Kirk Rd	Polk Ln to Forest Hill Irene Rd	1.25	5-lane road widening	Developer
46	Long Range Vision Plan	DeSoto Rd	Forest Hill Irene Rd to Polk Rd	0.95	2-lane road extension	Developer
47	Long Range Vision Plan	Albatross Dr	Albatross Dr to W Sandidge Rd	0.97	2-lane road extension	Developer
48	5-yr Plan	James Herbert Dr	Hamilton Cir W to Craft Rd N	0.53	2-lane road construction	Developer
49	5-yr Plan	Lindsey Ann Dr	Malone Rd to Morgan Dr	0.16	2-lane road extension	Developer
50	5-yr Plan	Parish Row	Parish Row East to Church Rd E	0.34	2-lane road extension	Developer
51	Long Range Vision Plan	Laughter Rd S	Bright Rd to Laughter Rd S	0.66	2-lane road extension	Local Funding
52	Long Range Vision Plan	Nail Rd E	Malone Rd N to Pleasant Hill Rd	1.23	3-lane road widening	Local
53	5-yr Plan	Terminal Dr	Terminal Dr to Woods Blvd	0.62	2-lane road extension	Local
54	5-yr Plan	Bethel Rd	College Rd to Methodist Hospital Dr	0.13	5-lane road extension	Local
55	Long Range Vision Plan	Bethel Rd	College rd to Miller Rd	1.22	3-lane road widening	Local
56	5-yr Plan	Pleasant Hill Rd	Nail Rd to Church Rd	1.43	4-lane divided boulevard	MPO

State of Tennessee



- Street Improvement Projects**
- 5 yr Plan
 - 10-20 yr Plan
 - Long Range Vision Plan
 - Waterways
- Municipal Boundary (Effective 5/28/2021)**
- Municipal Boundary
 - Planning Area Outside Municipal Boundary
 - Tax Parcels



Sources: DeSoto County GIS & Olive Branch GIS



MAP 5.2 Street Improvements Map

Note: This map is accurate for planning purposes only.

SELECT AVERAGE DAILY TRAFFIC COUNTS

Mississippi Department of Transportation (MDOT) conducts a series of traffic count surveys in order to produce statewide data for vehicle miles traveled. These surveys are conducted yearly, but specific survey points in cities or counties are updated about every three years because MDOT cannot count each traffic survey point every year. MDOT uses the data collected at each survey point to calculate the Annual Average Daily Traffic (AADT). These numbers are made available for public use.

A total of 34 survey points along major and minor arterials and collector roads located in the City and Planning Area are included in this analysis. Eleven are located outside the City, while the remaining 23 are inside Olive Branch. Figure 5.2 and Map 5.3 show the location and traffic counts for each of the survey points selected. Yearly counts from 2009 to 2021 are included.

Measured over the last 7 year period (2014 to 2021) of available data, the City and Planning Area have seen a general increase in the number of trips recorded. Only 9 of the 32 (the two stations on I-269 started traffic counts in 2018) points had a decrease in traffic counts with one having no change. Over an 11 year period (2010 to 2021), 23 stations showed an increase and only 8 decreased, with one showing no change. The data shows that the majority of highways and major roads have seen an increase in traffic. The only locations experiencing notable decreases were along I-22, which may have been the result of road construction in areas of Tennessee, and Byhalia Road. As traffic counts continue to increase, it becomes imperative for Olive Branch and the State of Mississippi to take steps to ease congestion, increase safety, and create a transportation network that allows residents and businesses ease of travel around the City.

WORKER FLOWS

The Census Bureau collects data from the Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (LODES), which is data on where workers live and work. The Census Bureau program, “On the Map,” displays much of the data the Bureau collects, including LODES. Figure 5.1 shows the worker flows for Olive Branch, prepared with the “On the Map” tool. Of the 22,881 jobs located inside the City limits as of 2017, about 88% of the workers commute from outside the City Limits. Similarly, of the 18,171 employed residents of Olive Branch reported in 2017, approximately 84% of them worked outside the City Limits. Figure 5.1 illustrates two Olive Branch strengths: 1) it is a desirable place to live; and 2) it is a desirable place to work. However, because so many workers commute into and out of the City Limits, focusing on the transportation issues for the primary entrances to the City (I-22 exits, HWY’s 178, 302, and 305, etc.) will enable the entire transportation system to operate more efficiently.

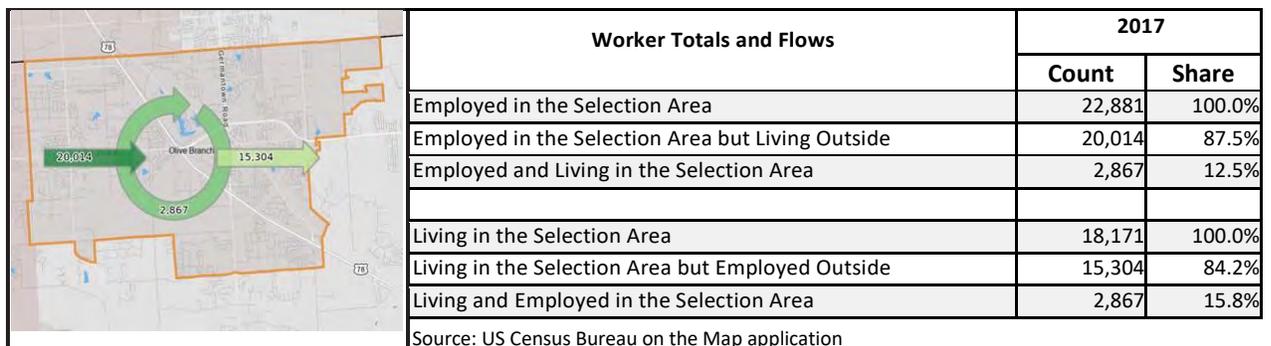


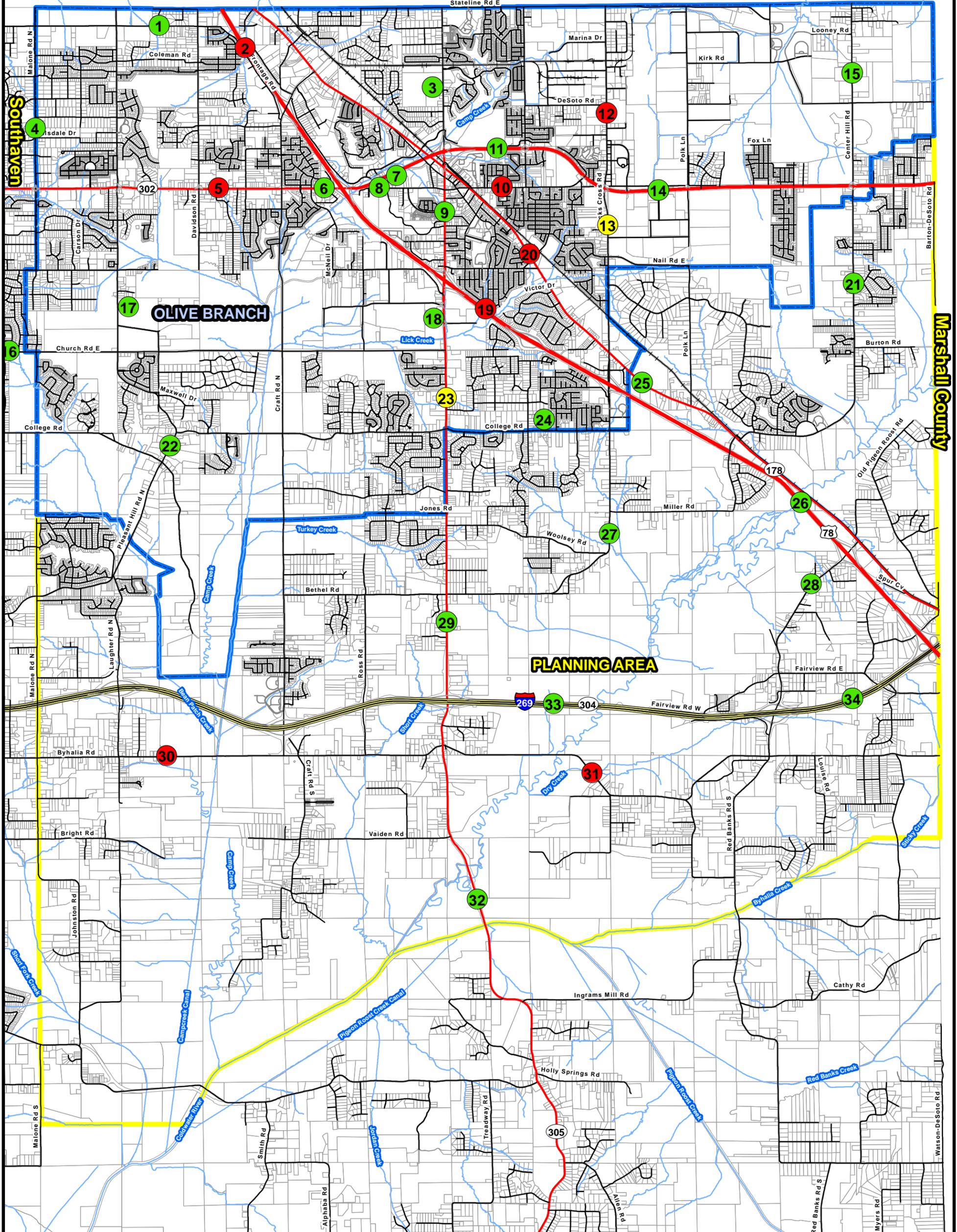
Figure 5.1 Olive Branch Worker Flows

Map #	Site ID	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	7 Years (2014-2021)		11 Years (2010-2021)	
															# Change	% Change	# Change	% Change
1	170246	1800	1900	3800	3900	3900	5100	5200	5300	5500	5500	5500	N/A	5200	100	2%	3300	174%
2	170130	27000	27000	27000	27000	27000	27000	29000	29000	28000	28000	28000	N/A	22000	-5000	-17%	-5000	-19%
3	170795	20000	20000	21000	21000	21000	23000	23000	24000	26000	26000	26000	N/A	34000	11000	48%	14000	70%
4	171192	3400	3500	3500	3500	3500	3300	3300	3300	4500	4500	4600	N/A	4400	1100	33%	900	26%
5	170510	33000	32000	31000	32000	36000	36000	37000	37000	38000	38000	37000	N/A	35000	-1000	-3%	3000	9%
6	170515	33000	36000	36000	36000	35000	35000	35000	37000	37000	37000	37000	N/A	35000	0	0%	-1000	-3%
7	170511	24000	25000	24000	24000	24000	24000	28000	29000	29000	30000	31000	N/A	30000	6000	21%	5000	20%
8	170520	9600	9800	9700	9700	9700	8100	8200	8300	11000	11000	11000	N/A	10000	1900	23%	200	2%
9	170790	23000	19000	19000	19000	16000	17000	17000	22000	23000	23000	24000	N/A	24000	7000	41%	5000	26%
10	170530	8300	8400	7600	7600	7600	7200	7300	7400	6900	6900	7000	N/A	7900	700	10%	-500	-6%
11	170512	22000	23000	24000	24000	24000	28000	29000	29000	29000	29000	30000	N/A	27000	-1000	-3%	4000	17%
12	171335	21000	19000	19000	19000	20000	20000	20000	21000	22000	22000	19000	N/A	18000	-2000	-10%	-1000	-5%
13	171330	13000	13000	13000	13000	13000	15000	15000	15000	15000	15000	15000	N/A	17000	2000	13%	4000	31%
14	170540	19000	20000	20000	20000	20000	20000	20000	21000	21000	30000	30000	N/A	34000	14000	70%	14000	70%
15	171350	3400	3700	3600	3600	4200	4200	4200	4800	4800	4800	5200	N/A	5100	900	21%	1400	38%
16	171195	--	14000	14000	14000	15000	15000	15000	19000	19000	20000	18000	N/A	17000	2000	13%	3000	21%
17	171020	6100	6200	5700	5700	5700	5800	5900	6000	6200	6300	6300	N/A	8400	2600	44%	2200	35%
18	170782	18000	19000	18000	19000	19000	19000	19000	23000	23000	23000	23000	N/A	22000	3000	16%	3000	16%
19	170155	29000	29000	28000	29000	29000	31000	31000	32000	32000	32000	30000	N/A	27000	-4000	-13%	-2000	-7%
20	171338	7700	5900	5200	5200	5300	6900	6900	7100	5900	5900	5900	N/A	6400	-500	-7%	500	8%
21	171340	2300	2100	2100	2100	2000	2100	2100	2600	2600	2600	3500	N/A	3400	1300	62%	1300	62%
22	170900	4100	3800	3700	3700	3900	3900	3900	4100	4200	4200	5300	N/A	4900	1000	26%	1100	29%
23	170780	9300	8800	11000	11000	11000	12000	12000	13000	12000	12000	12000	N/A	16000	4000	33%	7200	82%
24	170781	3500	3500	2900	2900	2900	3200	3300	3300	3400	3400	3500	N/A	3700	500	15%	200	6%
25	171339	6500	6700	6300	6400	6500	6500	6600	6700	7000	7000	7000	N/A	6800	300	5%	100	1%
26	170160	28000	29000	29000	29000	28000	28000	29000	31000	31000	31000	30000	N/A	29000	1000	3%	0	0%
27	171320	2500	2500	2200	2200	2200	3000	3000	3100	3200	3200	3200	N/A	3400	400	13%	900	36%
28	171420	2700	2400	2400	2400	2200	2200	2200	2200	2200	2300	2300	N/A	2100	-100	-5%	-300	-13%
29	170770	6100	6200	6000	5000	5000	5100	5600	5700	5800	8000	8000	N/A	11000	5900	105%	4800	77%
30	170410	3500	3600	3500	3500	4000	4000	4100	4200	4200	4200	1600	N/A	1400	-2600	-63%	-2200	-61%
31	170420	1400	1500	1500	1500	1400	1400	1400	1300	1400	1400	710	N/A	660	-740	-53%	-840	-56%
32	170760	4100	4700	4600	4600	4800	4900	5000	5400	5500	5500	6300	N/A	6600	1700	34%	1900	40%
33	175548	--	--	--	--	--	--	--	--	--	13000	15000	N/A	22000				
34	175547	--	--	--	--	--	--	--	--	--	11000	14000	N/A	17000				

Note: Black text indicates estimated counts, Red text indicates actual counts

Figure 5.2 Olive Branch Traffic Counts 2009 thru 2021

State of Tennessee



Waterways

Municipal Boundary (Effective 5/28/2021)

Planning Area Outside Municipal Boundary

Tax Parcels

Traffic Count Locations (2014-2021)

- INCREASE
- NO CHANGE
- DECREASE

0 0.5 1 2 3 4 5 Miles

0 2,550 5,100 10,200 15,300 20,400 25,500 Feet

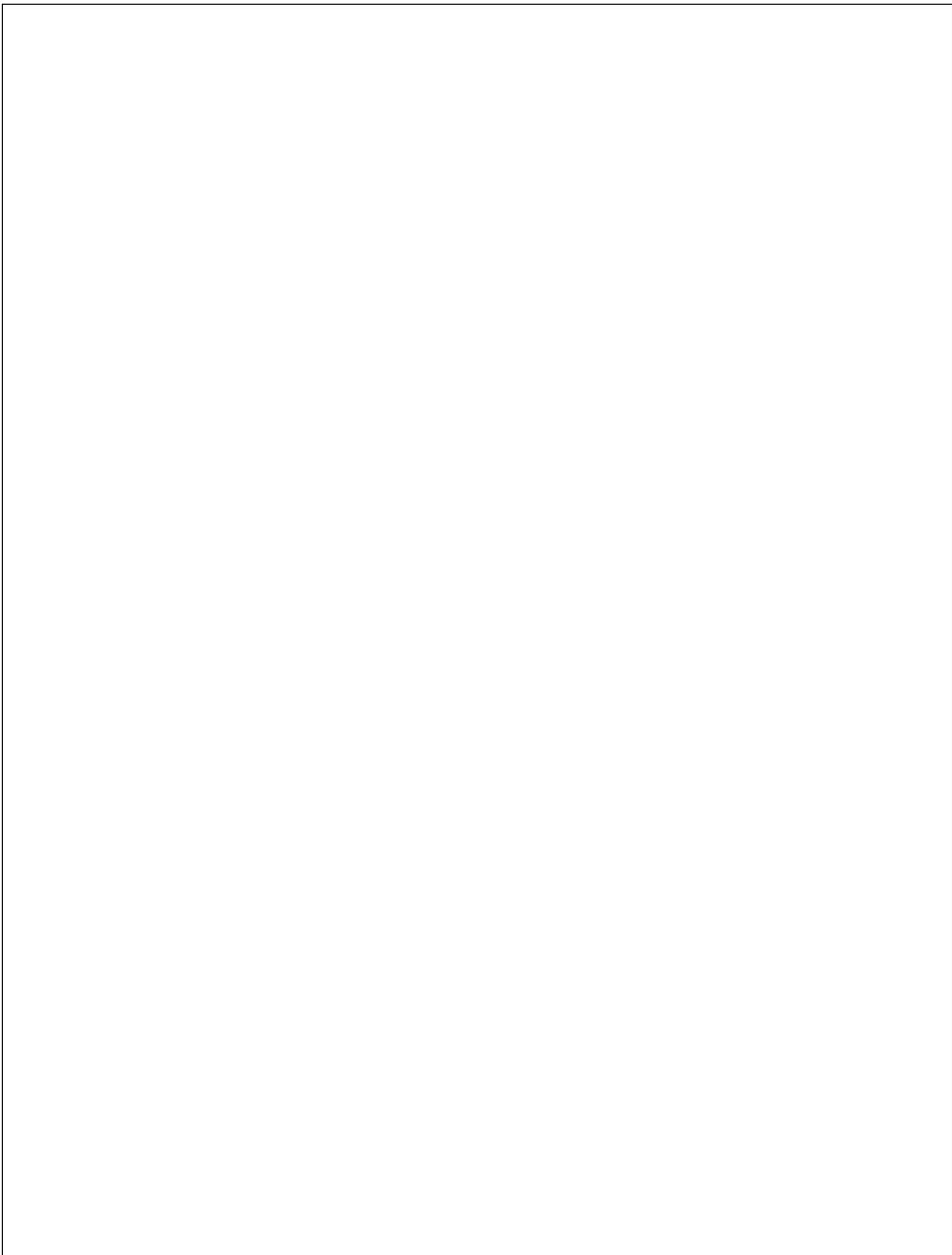
MAP 5.3

Traffic Counts Map

Sources: DeSoto County GIS & Olive Branch GIS
MDOT Annual Average Daily Traffic Counts



Note: This map is accurate for planning purposes only.



Non-Motorized Transportation

Pedestrian and bicycle systems are becoming of greater interest to cities of all sizes around the State. Olive Branch is no exception and should continue to attempt to find the right balance between automobiles and other forms of transportation. The current system is designed to accommodate motorized traffic, leaving very little room for other forms of transportation.

Olive Branch should evaluate the condition of its non-motorized circulation system (bike lanes and sidewalks), especially those close to schools. This evaluation would consist of an inventory and condition analysis of the current sidewalk system, and an inventory of roads that could accommodate new bike lanes. This process would reveal target areas for improvements to the pedestrian-friendly facilities. For upgrades to sidewalks, it is important to separate pedestrians from motorized traffic as much as possible.

As shown in Map 5.4, the Memphis MPO Greenprint Plan is a 25-year plan designed to enhance regional sustainability by establishing a unified vision for a region-wide network of green space areas. The Plan addresses accessibility, transportation alternatives, and neighborhood engagement in the Greater Memphis Area. For Olive Branch and the planning area, this plan proposes four (4) on-street connections and one regional trail system. The on-street connections are along HWY 178, Hacks Cross Road/Magnolia Drive, and East Sandidge Road, Center Hill Road, and Nail Road. The one proposed greenway is a trail along the Camp Creek south to the Coldwater River.

The DeSoto County Natural Resource Plan used the Greenprint plan as a basis to include all of DeSoto County in the plan's scope, not just the northern part of the county. As shown on Maps 5.5 and 5.6, the county plan identifies potential greenways, open spaces, and pedestrian and bicycle routes to provide an integrated system of alternative transportation across jurisdictional boundaries. The plan for Olive Branch is similar to the Greenprint plan, but has additional bikeways and trails. In addition to the Greenprint trails, the county plan adds additional greenways, off-road trails, on-road bikeways, and connector trails in-between the proposed routes. The plan calls for connecting the City Park with bikeways, as well as using the George M. Harrison Soccer Park as a potential trailhead for the Licks Creek Greenway. The proposed trails from both plans are shown on Map 5.7.

Air Transportation

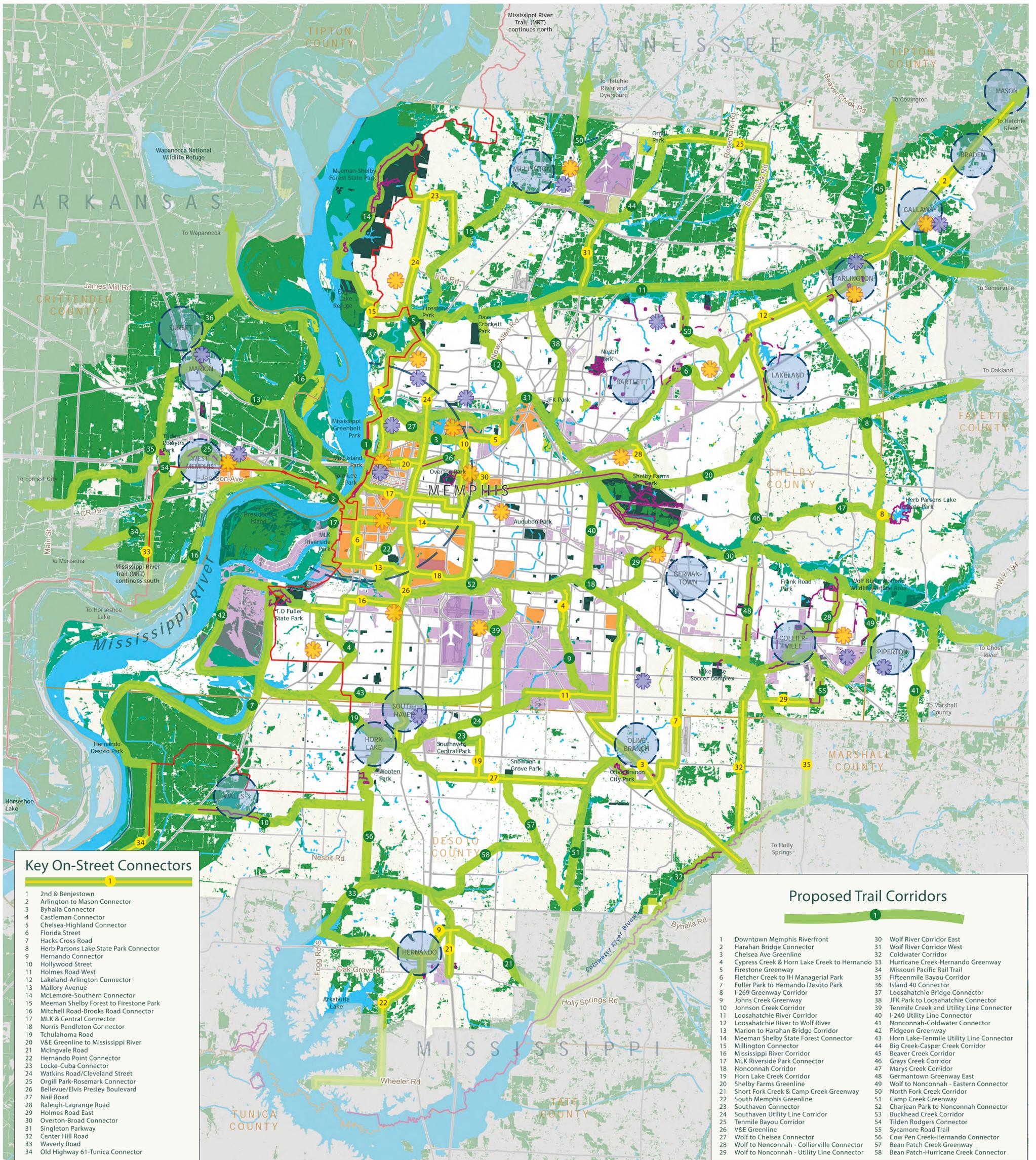


The Olive Branch municipal airport (FAALID: OLV) is owned by the City of Olive Branch and is located about three miles northeast of the City's downtown. It has one runway with an asphalt surface measuring 6,000 by 100 feet. For the 12-month period ending December 31, 2019, the airport had 64,500 take-offs and landings, inclusive of "touch and go" flight training maneuvers. These aviation aircraft operations averaged about 175 per day. The airport performs an important role serving the industrial park surrounding the airport. Due to its proximity to Memphis, Olive Branch municipal airport is one of the busiest in Mississippi in terms of total general aviation operations.



MID-SOUTH REGIONAL GREENPRINT CONCEPT MAP

Concept for a Regional Network of Connected Green Infrastructure



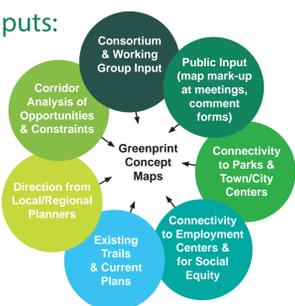
Key On-Street Connectors

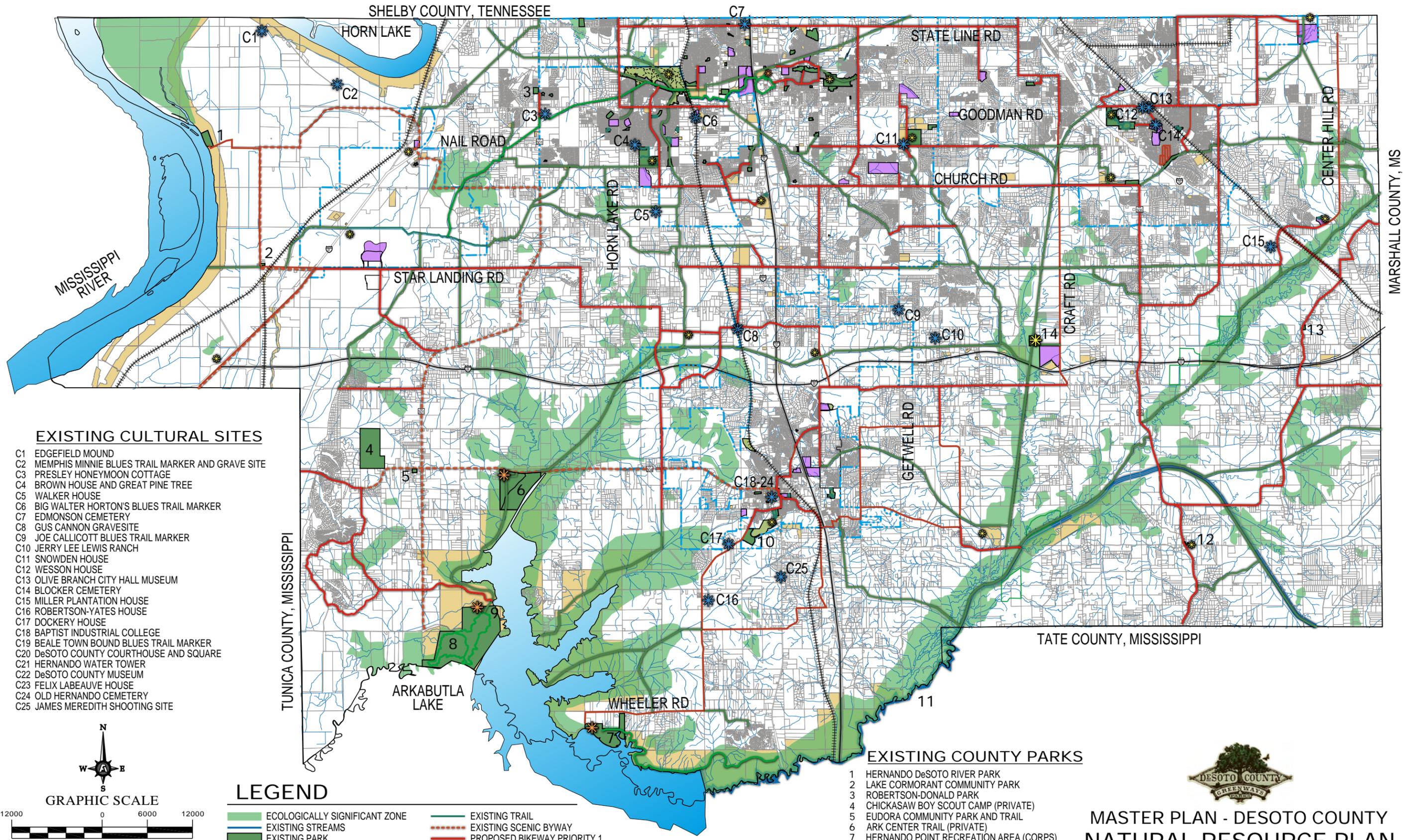
- 1 2nd & Benjestown
- 2 Arlington to Mason Connector
- 3 Byhalia Connector
- 4 Castleman Connector
- 5 Chelsea-Highland Connector
- 6 Florida Street
- 7 Hacks Cross Road
- 8 Herb Parsons Lake State Park Connector
- 9 Hernando Connector
- 10 Hollywood Street
- 11 Holmes Road West
- 12 Lakeland-Arlington Connector
- 13 Mallory Avenue
- 14 McLemore-Southern Connector
- 15 Meeman Shelby Forest to Firestone Park
- 16 Mitchell Road-Brooks Road Connector
- 17 MLK & Central Connector
- 18 Norris-Pendleton Connector
- 19 Tchulahoma Road
- 20 V&E Greenline to Mississippi River
- 21 McIngvale Road
- 22 Hernando Point Connector
- 23 Locke-Cuba Connector
- 24 Watkins Road/Cleveland Street
- 25 Orgill Park-Rosemark Connector
- 26 Bellevue/Elvis Presley Boulevard
- 27 Nail Road
- 28 Raleigh-Lagrange Road
- 29 Holmes Road East
- 30 Overton-Broad Connector
- 31 Singleton Parkway
- 32 Center Hill Road
- 33 Waverly Road
- 34 Old Highway 61-Tunica Connector

Proposed Trail Corridors

- 1 Downtown Memphis Riverfront
- 2 Harahan Bridge Connector
- 3 Chelsea Ave Greenline
- 4 Cypress Creek & Horn Lake Creek to Hernando
- 5 Firestone Greenway
- 6 Fletcher Creek to IH Managerial Park
- 7 Fuller Park to Hernando Desoto Park
- 8 I-269 Greenway Corridor
- 9 Johns Creek Greenway
- 10 Johnson Creek Corridor
- 11 Loosahatchie River Corridor
- 12 Loosahatchie River to Wolf River
- 13 Marion to Harahan Bridge Corridor
- 14 Meeman Shelby State Forest Connector
- 15 Millington Connector
- 16 Mississippi River Corridor
- 17 MLK Riverside Park Connector
- 18 Nonconnah Corridor
- 19 Horn Lake Creek Corridor
- 20 Shelby Farms Greenline
- 21 Short Fork Creek & Camp Creek Greenway
- 22 South Memphis Greenline
- 23 Southaven Connector
- 24 Southaven Utility Line Corridor
- 25 Tenmile Bayou Corridor
- 26 V&E Greenline
- 27 Wolf to Chelsea Connector
- 28 Wolf to Nonconnah - Collierville Connector
- 29 Wolf to Nonconnah - Utility Line Connector
- 30 Wolf River Corridor East
- 31 Wolf River Corridor West
- 32 Coldwater Corridor
- 33 Hurricane Creek-Hernando Greenway
- 34 Missouri Pacific Rail Trail
- 35 Fifteenmile Bayou Corridor
- 36 Island 40 Connector
- 37 Loosahatchie Bridge Connector
- 38 JFK Park to Loosahatchie Connector
- 39 Tenmile Creek and Utility Line Connector
- 40 I-240 Utility Line Connector
- 41 Nonconnah-Coldwater Connector
- 42 Pidgeon Greenway
- 43 Horn Lake-Tenmile Utility Line Connector
- 44 Big Creek-Casper Creek Corridor
- 45 Beaver Creek Corridor
- 46 Grays Creek Corridor
- 47 Marys Creek Corridor
- 48 Germantown Greenway East
- 49 Wolf to Nonconnah - Eastern Connector
- 50 North Fork Creek Corridor
- 51 Camp Creek Greenway
- 52 Charjean Park to Nonconnah Connector
- 53 Buckhead Creek Corridor
- 54 Tilden Rodgers Connector
- 55 Sycamore Road Trail
- 56 Cow Pen Creek-Hernando Connector
- 57 Bean Patch Creek Greenway
- 58 Bean Patch-Hurricane Creek Connector

Key Inputs:





EXISTING CULTURAL SITES

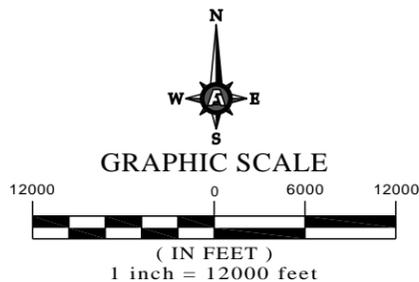
- C1 EDGEFIELD MOUND
- C2 MEMPHIS MINNIE BLUES TRAIL MARKER AND GRAVE SITE
- C3 PRESLEY HONEYMOON COTTAGE
- C4 BROWN HOUSE AND GREAT PINE TREE
- C5 WALKER HOUSE
- C6 BIG WALTER HORTON'S BLUES TRAIL MARKER
- C7 EDMONSON CEMETERY
- C8 GUS CANNON GRAVESITE
- C9 JOE CALLICOTT BLUES TRAIL MARKER
- C10 JERRY LEE LEWIS RANCH
- C11 SNOWDEN HOUSE
- C12 WESSON HOUSE
- C13 OLIVE BRANCH CITY HALL MUSEUM
- C14 BLOCKER CEMETERY
- C15 MILLER PLANTATION HOUSE
- C16 ROBERTSON-YATES HOUSE
- C17 DOCKERY HOUSE
- C18 BAPTIST INDUSTRIAL COLLEGE
- C19 BEALE TOWN BOUND BLUES TRAIL MARKER
- C20 DeSOTO COUNTY COURTHOUSE AND SQUARE
- C21 HERNANDO WATER TOWER
- C22 DeSOTO COUNTY MUSEUM
- C23 FELIX LABEAUVE HOUSE
- C24 OLD HERNANDO CEMETERY
- C25 JAMES MEREDITH SHOOTING SITE

EXISTING COUNTY PARKS

- 1 HERNANDO DeSOTO RIVER PARK
- 2 LAKE CORMORANT COMMUNITY PARK
- 3 ROBERTSON-DONALD PARK
- 4 CHICKASAW BOY SCOUT CAMP (PRIVATE)
- 5 EUDORA COMMUNITY PARK AND TRAIL
- 6 ARK CENTER TRAIL (PRIVATE)
- 7 HERNANDO POINT RECREATION AREA (CORPS)
- 8 ARKABUTLA LAKE NATURE TRAIL SYSTEM (CORPS)
- 9 DUB PATTON RECREATION AREA (CORPS)
- 10 HERNANDO CIVIC CENTER (PRIVATE)
- 11 COLDWATER RIVER CANOE AND KAYAK TRAIL
- 12 COCKRUM COMMUNITY PARK AND TRAIL
- 13 FAIRVIEW COMMUNITY PARK
- 14 HAWK'S CROSSING COMMUNITY PARK (FUTURE)

LEGEND

- ECOLOGICALLY SIGNIFICANT ZONE
 - EXISTING STREAMS
 - EXISTING PARK
 - PROPOSED PARK
 - EXISTING SCHOOL
 - EXISTING PUBLICLY OWNED PROPERTY
 - CITY LIMIT
 - RAILROAD
 - EXISTING BIKEWAY
 - EXISTING SCENIC BYWAY
 - PROPOSED BIKEWAY PRIORITY 1
 - PROPOSED BIKEWAY PRIORITY 2
 - PROPOSED TRAIL PRIORITY 1
 - PROPOSED TRAIL PRIORITY 2
 - EXISTING TRAIL HEAD
 - PROPOSED TRAIL HEAD
- EXISTING TRAIL
 - EXISTING SCENIC BYWAY
 - PROPOSED BIKEWAY PRIORITY 1
 - PROPOSED BIKEWAY PRIORITY 2
 - PROPOSED TRAIL PRIORITY 1
 - PROPOSED TRAIL PRIORITY 2
 - EXISTING TRAIL HEAD
 - PROPOSED TRAIL HEAD



FISHER ARNOLD
ENGINEERING INTEGRATION

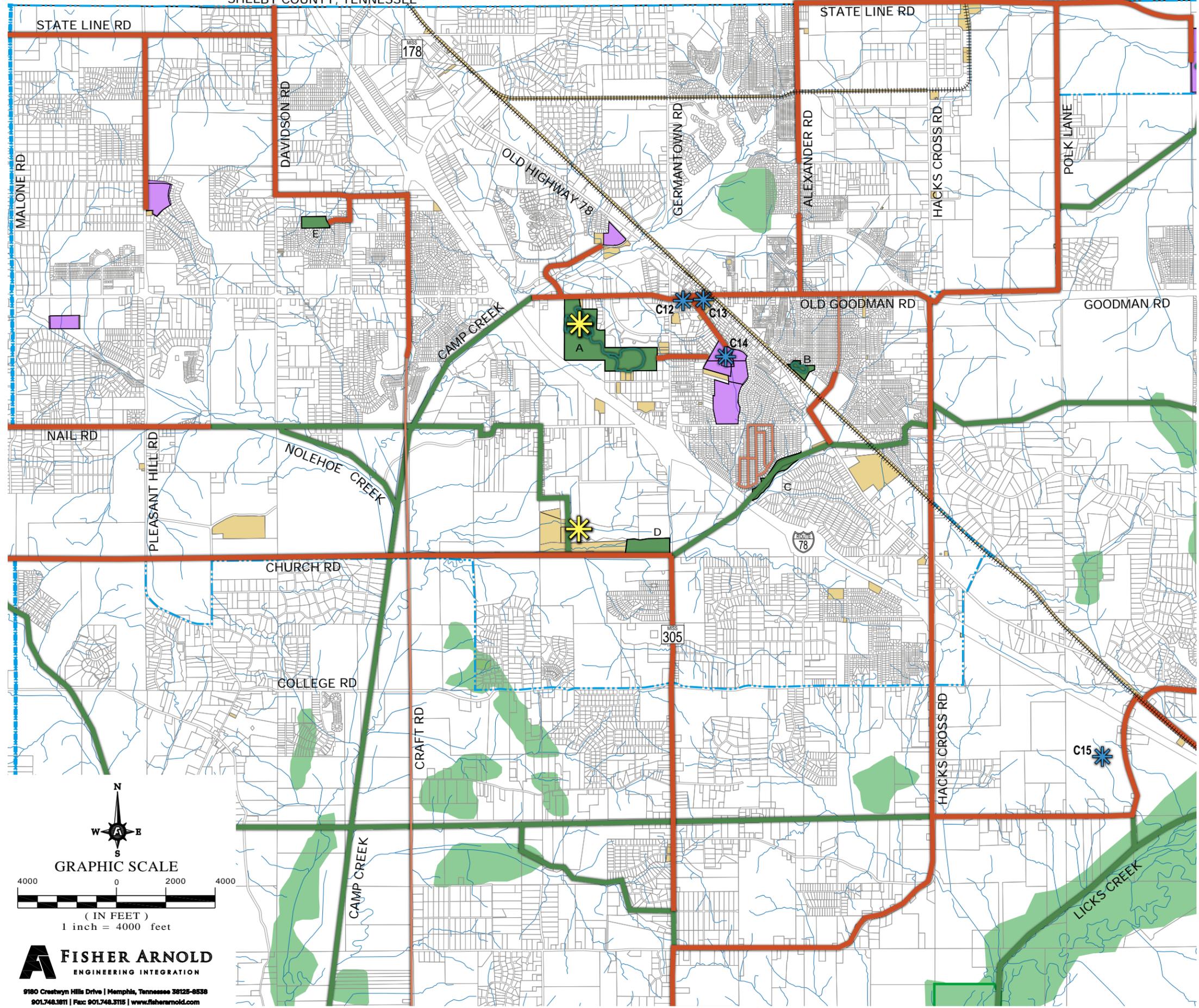
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901.748.1811 | Fax: 901.748.3115 | www.fisherarnold.com



**MASTER PLAN - DESOTO COUNTY
NATURAL RESOURCE PLAN
DESOTO COUNTY, MISSISSIPPI**

DeSOTO COUNTY RECREATION DISTRICT
GREENWAYS AND PARKS
316 WEST COMMERCE STREET
HERNANDO, MS 38632
www.desotogreenways.org

Figure 6-1



LEGEND

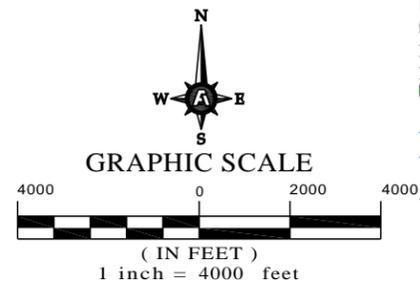
- ECOLOGICALLY SIGNIFICANT ZONE
- EXISTING STREAMS
- EXISTING PARK
- PROPOSED PARK
- EXISTING SCHOOL
- EXISTING PUBLICLY OWNED PROPERTY
- CITY LIMIT
- RAILROAD
- EXISTING BIKEWAY
- EXISTING TRAIL
- EXISTING SCENIC BYWAY
- PROPOSED BIKEWAY PRIORITY 1
- PROPOSED BIKEWAY PRIORITY 2
- PROPOSED TRAIL PRIORITY 1
- PROPOSED TRAIL PRIORITY 2
- EXISTING TRAIL HEAD
- PROPOSED TRAIL HEAD

EXISTING CITY PARKS

- A OLIVE BRANCH CITY PARK
- B MAGNOLIA COMMUNITY PARK SOUTH RIDGE COMMUNITY PARK
- C GEORGE M. HARRISON SOCCER PARK
- D IVY TRAILS COMMUNITY PARK

EXISTING CULTURAL SITES

- C12 WESSON HOUSE
- C13 OLIVE BRANCH CITY HALL MUSEUM
- C14 BLOCKER CEMETERY
- C15 MILLER PLANTATION HOUSE



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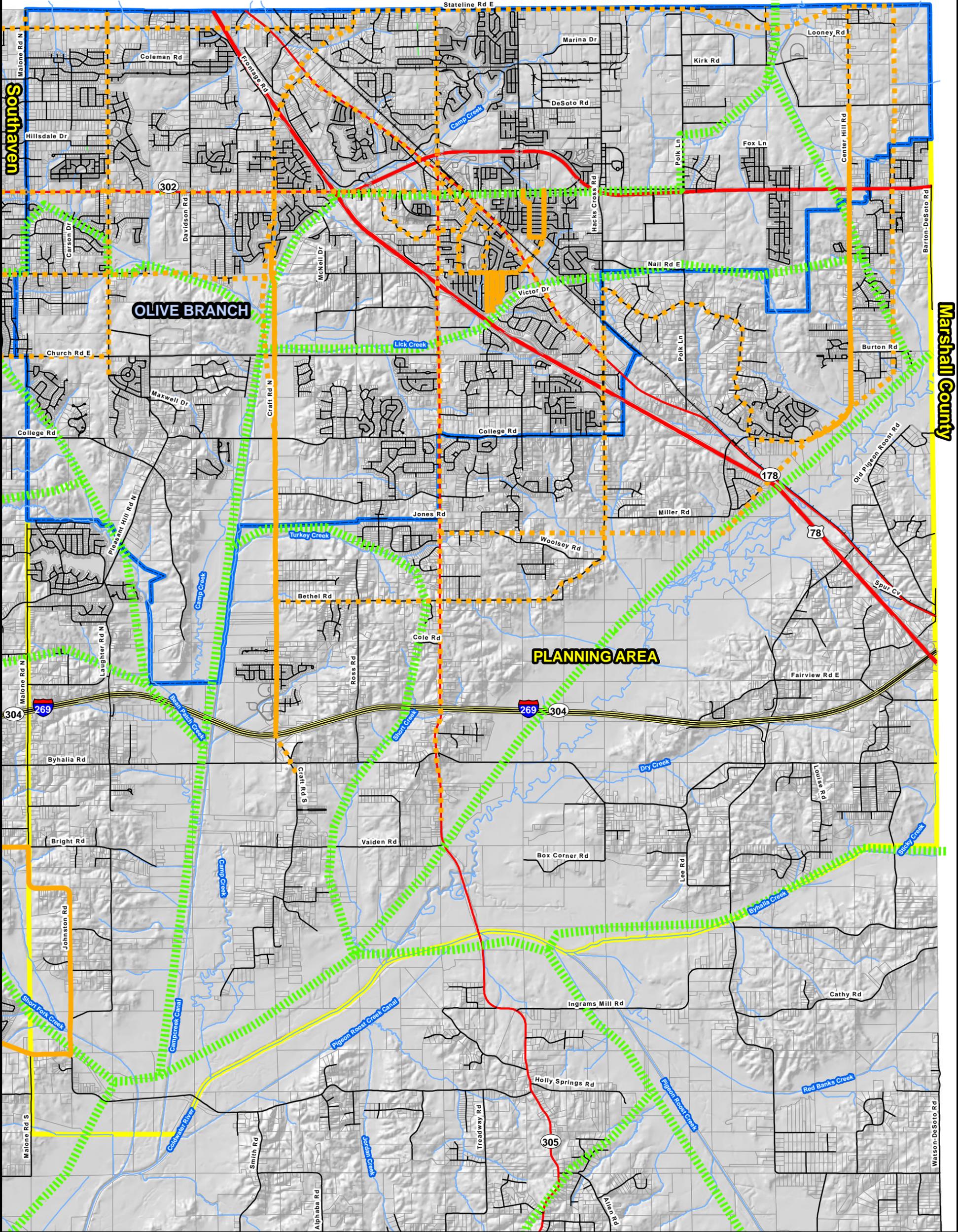


**MASTER PLAN - OLIVE BRANCH
NATURAL RESOURCE PLAN
DESOTO COUNTY, MISSISSIPPI**

DeSOTO COUNTY RECREATION DISTRICT
GREENWAYS AND PARKS
316 WEST COMMERCE STREET
HERNANDO, MS 38632
www.desotogreenways.org

Figure 6-5

State of Tennessee



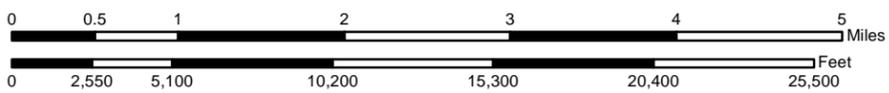
DeSoto County Greenways Plan

- Waterways
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary
- Tax Parcels
- Existing Bike Routes
- Proposed Bikeway
- Proposed Bikeway
- Proposed Trails

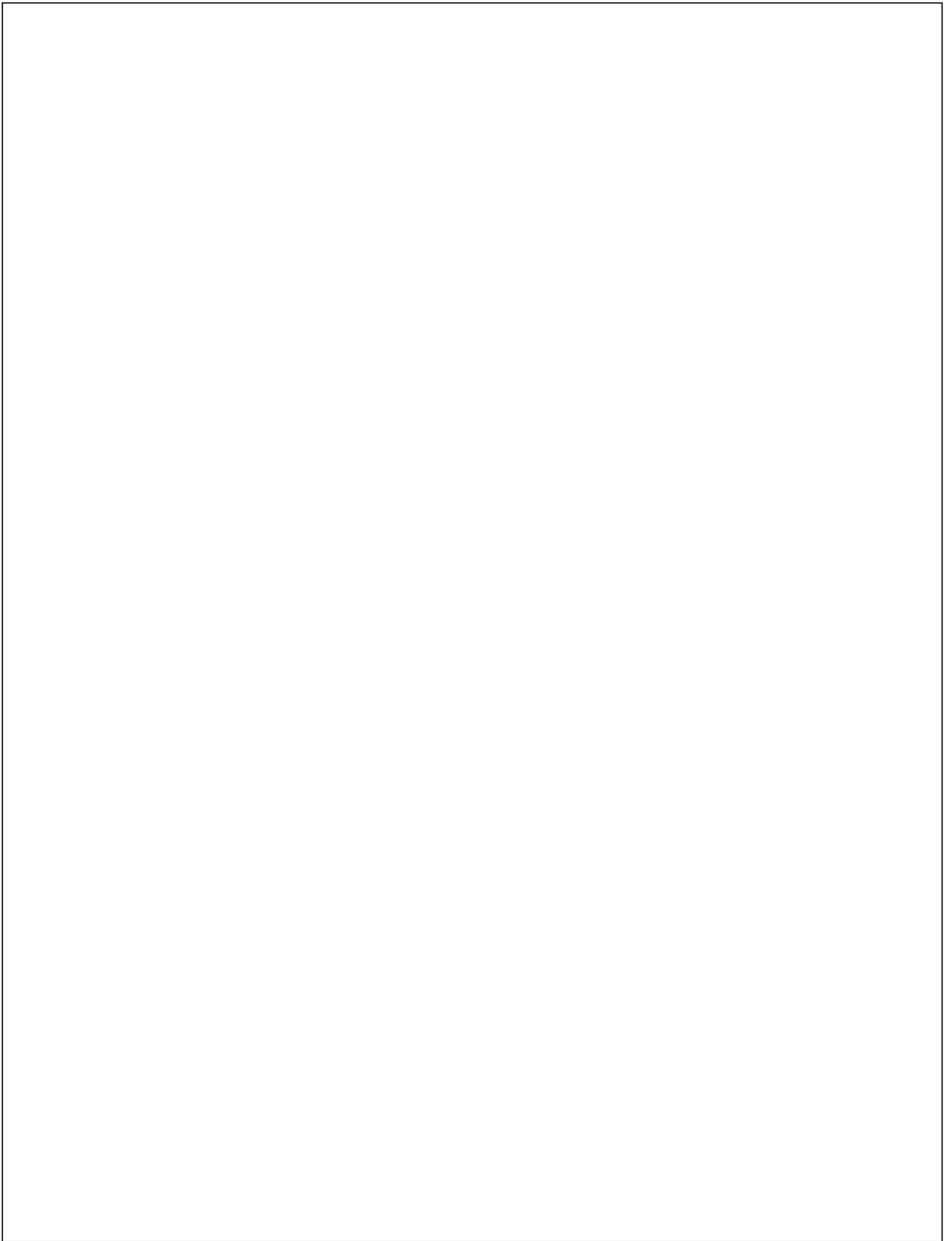
MAP 5.7

Bicycle and Greenways Trails Map

Sources: DeSoto County GIS & Olive Branch GIS
DeSoto County Greenways Plan



Note: This map is accurate for planning purposes only.





Chapter 6

COMMUNITY FACILITIES PLAN

General Government Operations

Police Department

Fire Department

Emergency Management

Parks and Recreation

Public Utilities

Public Works / Streets

Planning & Development / GIS / Code Enforcement

Industry

Educational Resources

Housing



Olive Branch is part of the DeSoto County School District — Mississippi’s largest and fastest growing school district. The District consistently ranks among the best performing in the State.

Introduction

Community facilities are locations and services provided by local governments, as well as some private enterprises. Examples include public schools, libraries, parks, cemeteries, water and sewer services, trash disposal, fire stations and fire protection, ambulance services, police protection, and court systems. This chapter lays out a brief inventory and analysis of the existing community facilities in Olive Branch and can be used to facilitate the development of future capital improvements.

General Government Operations

The City of Olive Branch's governmental and administration services, including the Mayor's Office and the Chief Operating Officer, work out of City Hall located at 9200 Pigeon Roost Road. City Hall is near the community's geographical center and is adjacent to the historic Old Towne area. Olive Branch's City Hall and administrative staff should continue to serve and proactively anticipate the needs of the City's employees, as well as the citizens of Olive Branch. City Hall and administrative staff should be easily accessible, recruit and retain professional employees in needed areas, and boost community outreach through good communication practices.

Police Department

The City of Olive Branch Police Department, located at 10470 HWY 178, is has 102 sworn officer positions, with 6 additional slotted per the annexation plan. The standard measure for police protection is the number of officers per 1000 population, which is 2.26 in Olive Branch based on 108 positions and a current population of 47,809. This is greater than the FBI national average of 2.1 officers per 1000 for Group IV Cities (i.e. populations 25,000-49,999). With Olive Branch's population projected to grow, hiring additional officers will be necessary to maintain its higher ratio.

As the population continues to grow and with a footprint of 56 square miles, the Olive Branch Police Department may need to explore opportunities for expanding the current facilities within the 2040 planning period. Examples include developing substations and a high-tech firing range.

More recent and short range projects to increase law enforcement capabilities include the roll out of body cameras and installation of License Plate Recognition (LPR) cameras at key locations near the City's boundary. Both projects are scheduled for fall 2022. There is an ongoing program to install in-car computers, which will provide technology to institute an e-citation program. Short term objectives also include the development of a fully functional in-house training division to take advantage of the many certified instructors currently employed by the department making it possible to provide regular in-service training in multiple aspects of law enforcement to include firearms, less lethal munitions, defensive tactics, taser use, defensive driving, and crime scene investigation. Maintaining a high level of training and certification for officers demonstrates the City's ongoing commitment to public safety. Of equal importance is the Department's accessibility and public relations.

Fire Department

The City of Olive Branch operates a professional Fire Department, with an administrative office at 9245 Pigeon Roost Road, and five outlying fire stations. Station One (9189 Pigeon Roost Road, is located in the heart of Olive Branch and adjacent to City Hall. Station Two (7745 Craft Road), is on the corner of Craft Road and Blue Bird Lane, near the Craft Road / I-22 interchange.

Station Three (7750 Hacks Cross Road) is located north of HWY 302 in the middle of one of City's primary industrial areas near the Olive Branch Airport. Station Four, located at 5765 Pleasant Hill Road, is between Nail and Church Roads. Station 5 (3834 Pleasant Hill Road) is just north of the intersection of Pleasant Hill and Bridgeforth Roads. The City of Olive Branch also has a training facility located at 10430 HWY 178. Map 6.1 shows the locations of Fire Stations throughout the City.

The City's Fire Stations are currently in good working order. However, the department and City officials should continually assess the adequacy of the fire stations and plan for future expansions and/or additional stations. City Administration working in conjunction with the Fire Department officials, will need to assess a location for a new fire station to service the recently annexed eastern portion of the city. Mississippi State Rating Bureau (MSRB) is a non-profit corporation that has leadership and membership comprised of the insurance companies that write fire protection policies. MSRB provides services related to the grading of public fire protection and services in connection to insurance rates in the State of Mississippi. MSRB has issued the City of Olive Branch a Class 4 fire rating. The inspection system is based on a point schedule with credit given in several categories related to fire fighting and protecting property from fire damage. These categories include the age of fire-fighting equipment, the quantity of water available to fight fires, the average number of firefighters responding per call, and the distance the firefighting equipment must travel in order to reach a fire (run distance). They also review and assess the fire prevention program, including inspections and investigative capacities along with adopted codes. The Fire Department is currently operating under the 2018 International Fire Code, to include all references to the National Fire Protection Association (NFPA).

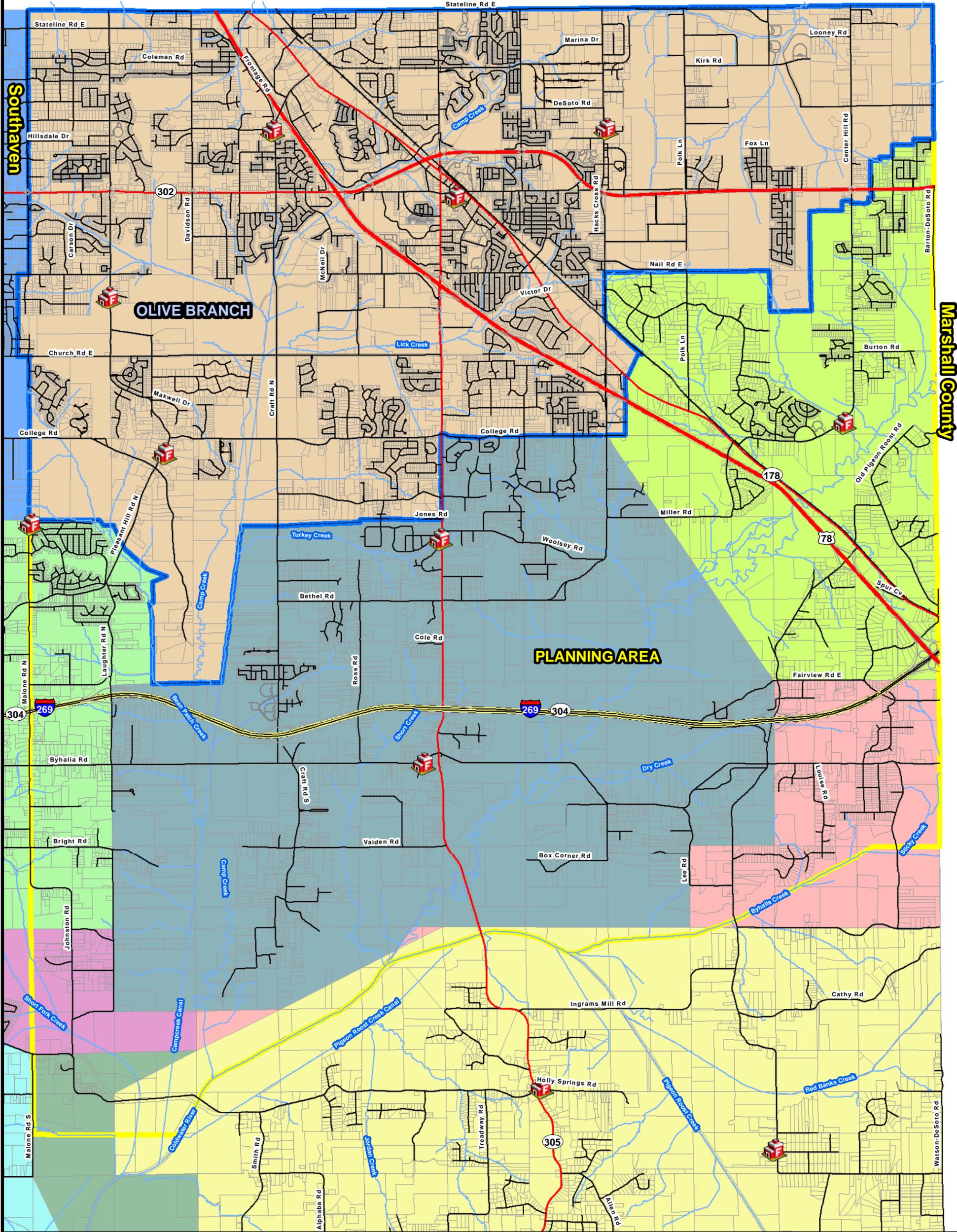
The City of Olive Branch's fire apparatus and ambulances are currently in good working order. However, there is a need to continually assess the adequacy of firefighting and emergency medical equipment and develop a program to replace vehicles which have aged beyond a useful life. An additional fire truck and ambulance will need to be purchased to service the recently annexed eastern area of the city.

Water supply and personnel are also a major part of the City's firefighting capabilities. The department is served by 102 Firefighters, which equates to 2.13 Firefighters per 1000 population. Since needs change and evolve over time, close coordination between City Administration and Fire Department officials is critical to ensure public safety. The needs of both personnel and equipment for the future growth of the City must be assessed and ongoing coordination with the Water and Sewer Divisions of the Public Works Department are critical to identify areas that are in need of fire hydrants and water pressure improvements. Recently annexed areas of the city will need additional hydrants. The City should also take preemptive measures in City ordinances, such as improving subdivision regulations to ensure that as new development occurs, developers make the necessary improvements to maintain a high level of fire protection.

Emergency Management

Emergency management services are currently under the direction of the Olive Branch Fire Department with occasional assistance from the DeSoto County Emergency Management Agency (EMA). While both agencies provide vital services to the City in the event of a disaster, the Olive Branch Fire Department would be the leader in organizing the initial response. As such, it is important for the City to continue to work closely with the County EMA to plan and prepare the City for disasters and to build resiliency to mitigate disasters before they strike.

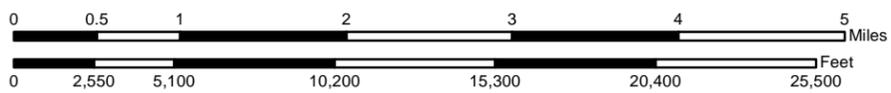
State of Tennessee



Fire Districts & Fire Ratings

- ACI Fire Protection Area, 10C
- ACI Graded Fire District, 8
- Bridgetown Fire Protection Area, 10C
- Bridgetown Graded Fire District, 6
- Fairhaven Graded Fire District, 7
- Lewisburg Fire Protection Area, 10C
- Lewisburg Fire Protection District, 6
- Love Fire Protection Area, 10C
- Olive Branch, 4
- Southaven, 3

- Railroads
- Waterways
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary
- Tax Parcels



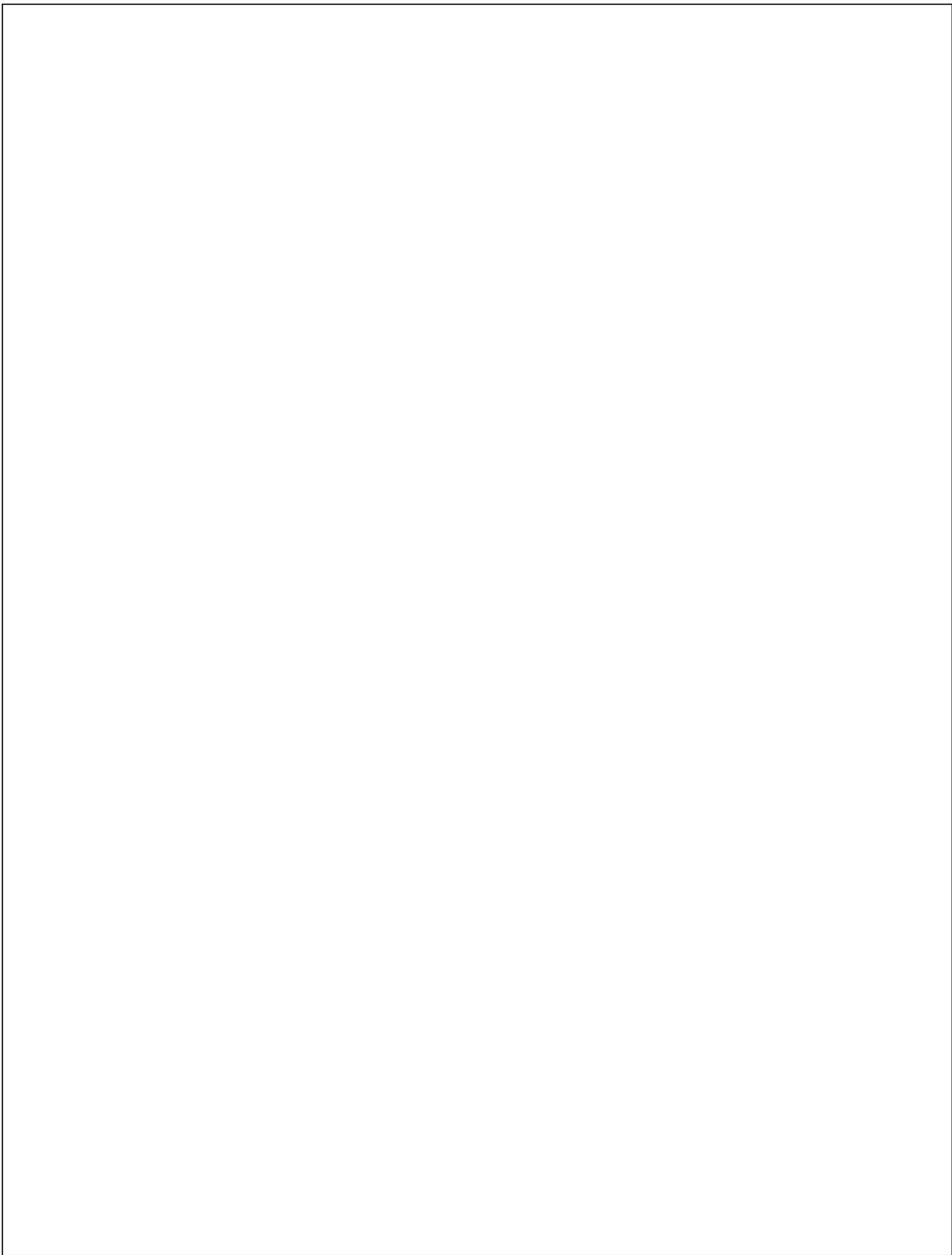
MAP 6.1

Fire Map Districts, Ratings, and Station Map

Sources: DeSoto County GIS & Olive Branch GIS



Note: This map is accurate for planning purposes only.



Parks and Recreation

As shown in Map 6.2, Olive Branch Parks and Recreation Department is responsible for a wide range of recreational and cultural opportunities in the City, including competitive sports and community facilities. Currently, the City has over 280 acres of parkland. Centrally located Olive Branch “City” Park, which includes a senior citizen center is the largest of 5 total parks. Recreational opportunities available to the community include over 4 miles of walking trails, a mile of off-road bike trails, exercise stations, baseball fields, softball fields, soccer fields, playgrounds, and many more. The location of the parks are shown on Maps 6.2 and 6.3.

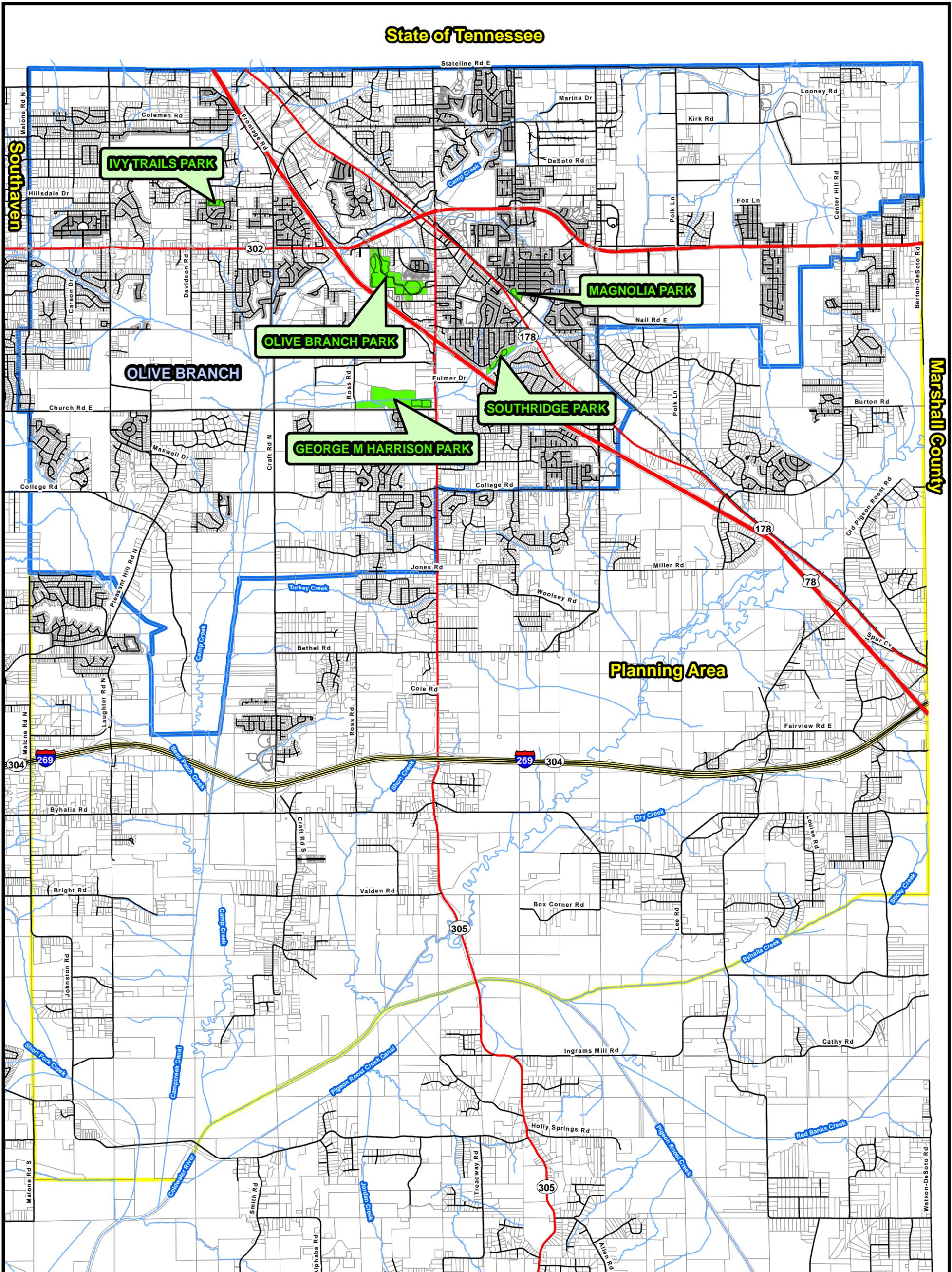
The Parks and Recreation Department hosts many events and offers many programs throughout the year such as one of the largest non-competitive youth baseball and softball leagues in north Mississippi, as well as adult softball, spring and fall youth soccer, youth basketball, and adult fall co-ed softball.

Youth sports is a multi-billion-dollar industry in the U.S., but that does not mean every child has the chance to participate. Olive Branch, though, is making strides to ensure the availability of recreation and leisure experiences for all residents of Olive Branch. The provision of parks and recreational services is a way the City can protect and enhance the quality of life for its current citizens and future generations to come.

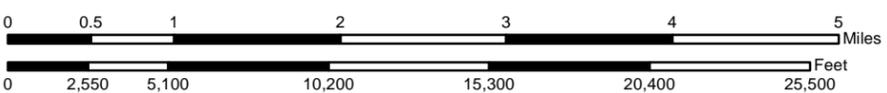
The Comprehensive Plan proposes that a Parks Master Plan be undertaken to set forth proactive steps that need to be taken over the upcoming years. This could include expanding parking options, building a multi-purpose arena, developing a tennis center, adding additional soccer fields, expanding handicap accessible parks/equipment, adding an events coordinator, catering programs towards senior citizens, installing more lighting as security precautions for existing facilities, and adding trails and sidewalks for better connectivity.



State of Tennessee



- Railroads
- Waterways
- Tax Parcels
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary
- TRAILS
- Parks and Recreation

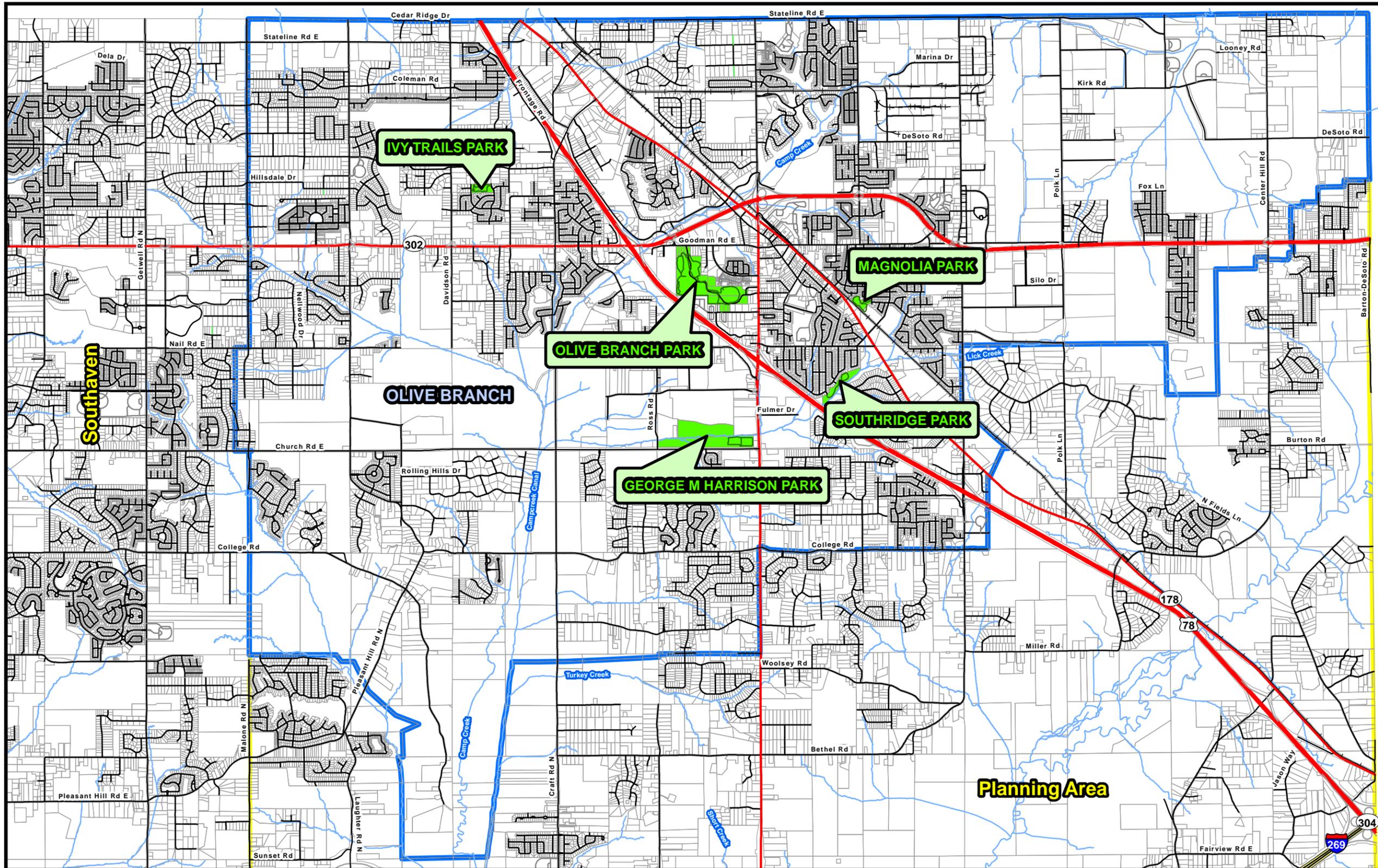


MAP 6.2 Parks and Recreation Facilities Map

Sources: DeSoto County GIS & Olive Branch GIS



Note: This map is accurate for planning purposes only.



- Railroads
- Waterways
- Tax Parcels
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary
- TRAILS
- Parks and Recreation

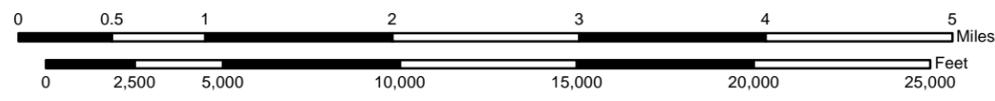
MAP 6.3

Parks and Recreation Map (City Zoom)

Sources: DeSoto County GIS & Olive Branch GIS



Note: This map is accurate for planning purposes only.





Public Utilities

Like most cities, Olive Branch is tasked with providing adequate public utility service to its citizens. While the infrastructure to provide these services is not inexpensive, it is constantly in need of repair and maintenance to maintain proper function. The City of Olive Branch should take steps to continue offering a high level of service to its citizens by continually ensuring that all infrastructure is monitored and upgraded and/or replaced when necessary. Maps 6.4-6.10 show the electric, gas, water, and sewer certificated areas, as well as gas, water, and sewer lines.

Electric

Electricity is provided to Olive Branch through Northcentral Electric Cooperative and the planning area is served by Northcentral as well as Entergy Mississippi. The City should continue to work with Northcentral Electric Cooperative to maintain the electrical grid in the City and to provide a high level of electrical service to its residents, as well as commercial and industrial land uses. Electric certificated areas are shown in Map 6.4.

Natural Gas

Most of the City of Olive Branch's natural gas division receives natural gas from CenterPoint Energy, and it is purchased at a Firm NYMEX based rate. While the City's natural gas division serves the City of Olive Branch, it also serves the Planning Area in eastern and southern DeSoto County, as well as western Marshall County. The western portion of Olive Branch as well as southern portions of the planning area receives natural gas from Atmos Energy Corporation. The City's natural gas division strives to provide uninterrupted natural gas service safely and efficiently to all of its customers, while also excelling in the pursuit of a safe environment. The gas system, which is the largest in the State of Mississippi, is comprised of 474 miles of low pressure lines, 41 miles of high pressure lines, 41 gas regulators and 1,502 gas valves. Existing facilities are maintained in good condition. The City should continue to strive to maintain low rates while supporting and anticipating the future needs of its customers as the gas system gets expanded to accommodate new growth. Gas certificated areas are shown in Map 6.5. Map 6.6 is existing and proposed gas lines.

Water

Water service is provided to the City by Public Works Department (water & sewer division) as well as the Lewisburg Water Association, which serves part of the City and a portion of the Planning Area. The City's water system is currently comprised of 13 wells, 12 elevated tanks, 9 ground tanks, 431 miles of lines, 2983 hydrants and 3451 valves. The City's plants are treating approximately 6 million gallons per day (mgd) to meet needs of the existing City and parts of unincorporated DeSoto County. As growth continues in both the City and in the unincorporated area, expansions in the water system will be necessary. Olive Branch is also bordered by rural water associations. If there is any significant development in these areas, it will be challenging for them to keep up with demand and the City may eventually need to consider analyzing the feasibility of acquiring the water association coverage areas that are inside the City limits. Municipal water should be a more reliable service and to ensure adequate fire flow.

Additionally, while much of the City's water system is in good condition, Olive Branch should continue to budget for not only the repair and replacement of this infrastructure, but for addition and expansion thereof. Water certificated areas are shown in Map 6.7. Map 6.8 shows the location of existing and proposed water lines and other facilities.

Sanitary Sewer System

The City of Olive Branch provides sanitary sewer service to its residents through a collection system that includes 321 miles of gravity mains, 40 miles of force mains, 96 pump stations and 5311 manholes. Much like the City's water system, the sewer system spans the incorporated City and parts of the Planning Area.

Sanitary sewer service is provided in partnership with the DeSoto County Regional Utility Authority (DCRUA). Under this arrangement, the Authority operates and maintains regional wastewater treatment facilities that provide wholesale treatment services to the various governmental jurisdictions throughout DeSoto County, billing the jurisdictions directly for these services, while the City maintains the collection system and is the retail agent billing the individual users served by its collection system.

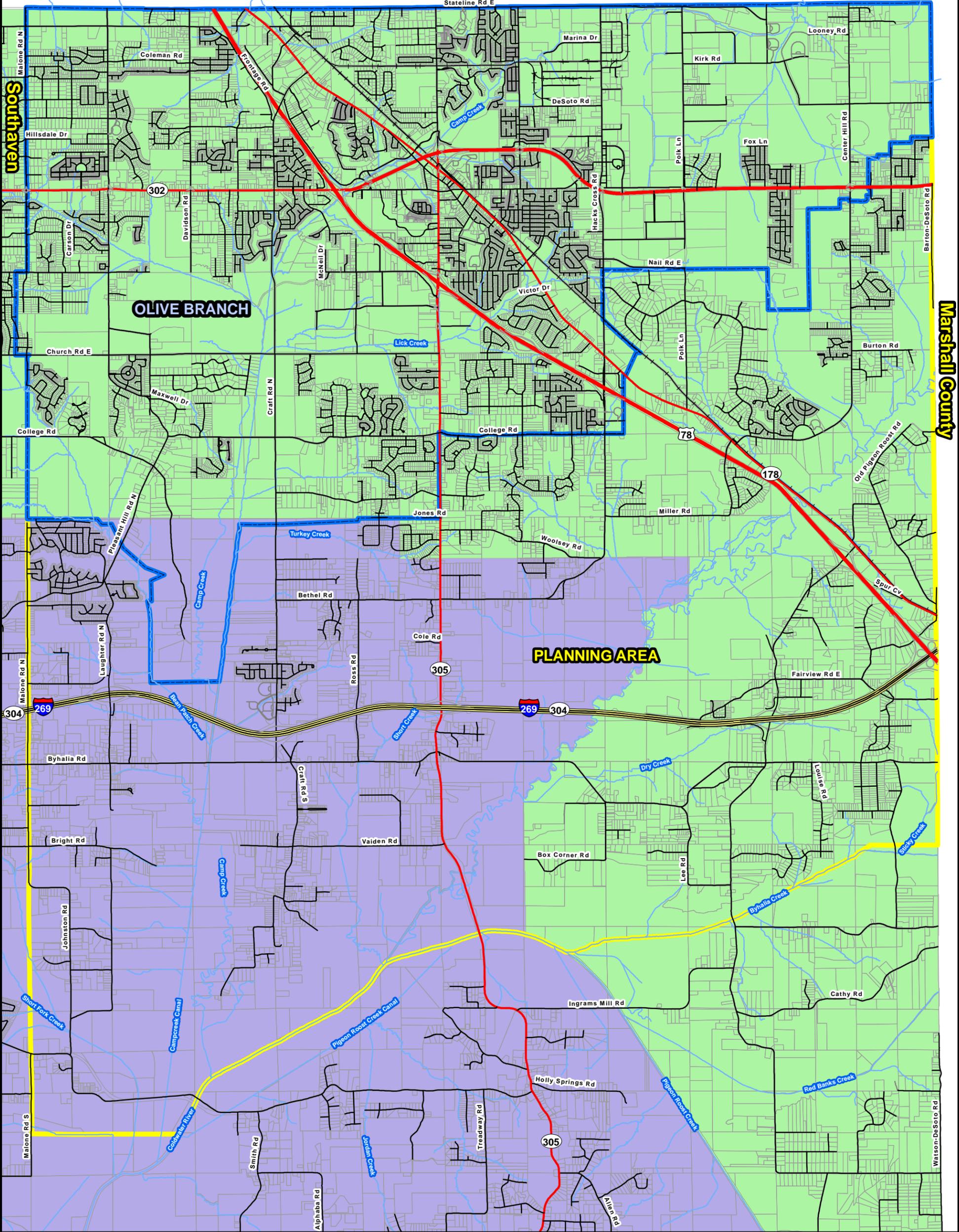
DCRUA was created in 2000 under the provisions of an act passed by the State Legislature, and charged with the task of creating a county-wide wastewater treatment system. The authority solicits Federal, State, and local funds to construct wastewater projects identified under the Authority's Wastewater Facilities Plan, which is routinely updated. These projects are authorized by a 7 member Board of Directors made up of one director from each of the County's five municipalities (Olive Branch, Southaven, Horn Lake, Hernando, and Walls) and two at-large directors appointed by the DeSoto County Board of Supervisors.

The City of Olive Branch is currently served by 4 wastewater treatment plant (WWTP) facilities, all owned by DCRUA. DCRUA's major facility is the Short Fork WWTP located approximately 5 miles south of the City at the confluence of Short Fork Creek into the Coldwater River. This plant, which has a current treatment capacity of 8 million gallons per day (MGD), serves both the City of Hernando and the City of Olive Branch. The Short Fork treatment plant is connected to the City through the Camp Creek interceptor, which transports the sewage south from the City via gravity to the Byhalia Road pump station, where the waste is pumped by pressure through a force main to the treatment plant site. The Ross Road WWTP (3.0 MGD), Brayborne WWTP (0.5 MGD), and Metro WWTP (0.537 MGD) are all located within the City limits. There are also multiple private sewage treatment facilities located throughout the City and Planning Area that should be taken off-line with flows redirected to the public systems.

The largest problem currently with the City's sewer system is the inflow and infiltration of storm water and other natural sources of water into the collection system. Some areas of the City's collection system are over 100 years old consisting of open-jointed clay pipe. As a result, during rain events, the collection system and wastewater treatment system can be significantly impacted. Some improvements to the oldest parts of the sewer system (and water system) in the Old Towne area are underway, funded by federal monies allocated to the City in 2021 through the Army Corp of Engineers (ACOE), but additional work remains.

With sewer service being one of the main controlling factors for land development in Olive Branch and the Planning Area, the City's continued work with DCRUA to expand and improve the sanitary sewer system is a major component of the Comprehensive Plan.

State of Tennessee

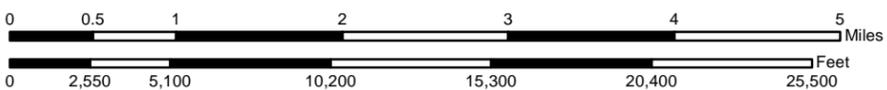


- | | |
|--|---|
| Waterways | Electric Certificated Areas 2022 |
| Municipal Boundary (Effective 5/28/2021) | Entergy |
| Planning Area Outside Municipal Boundary | Northcentral EPA |
| Tax Parcels | |

MAP 6.4

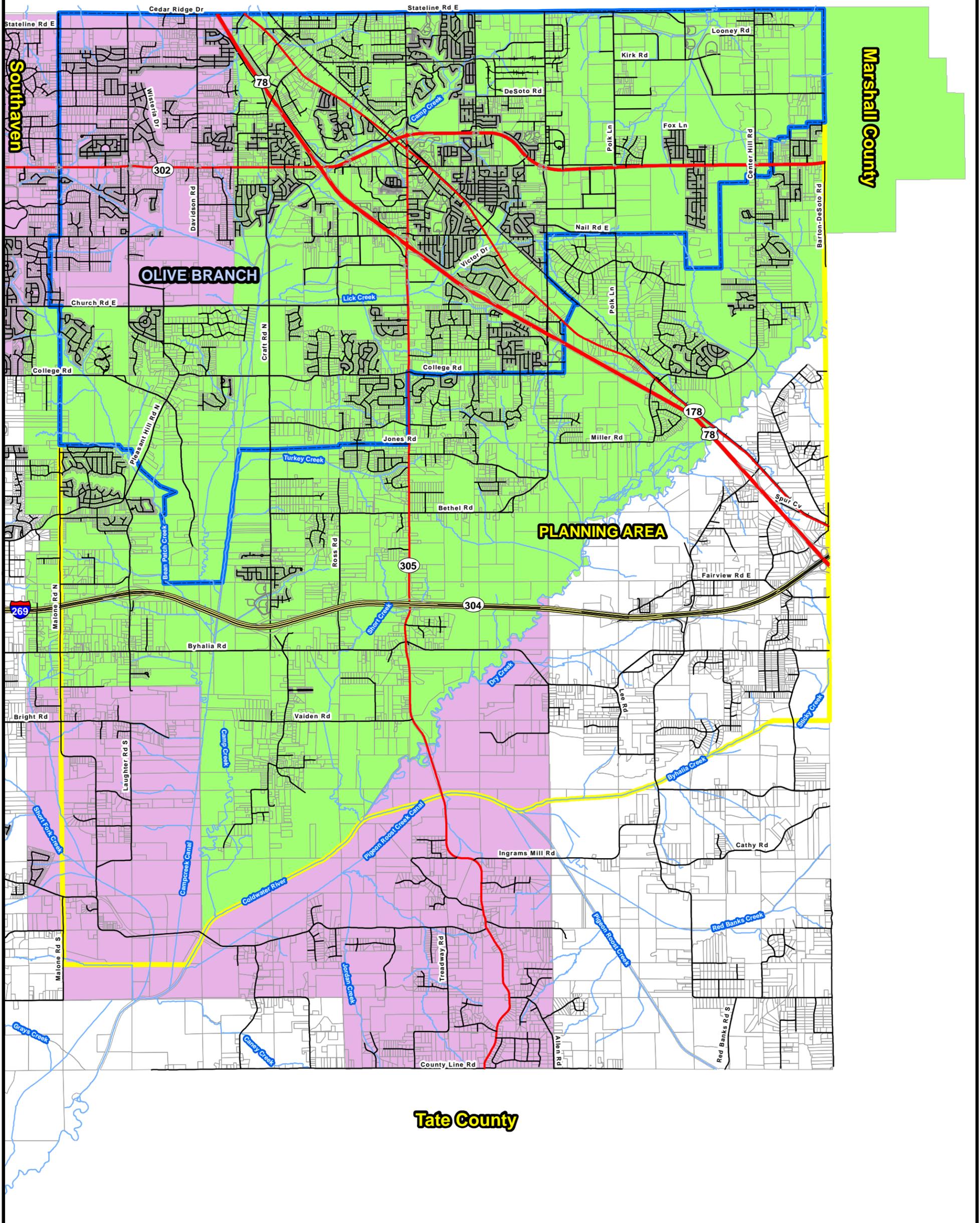
Electric Certificated Areas Map

Sources: DeSoto County GIS & Olive Branch GIS
Public Service Commission Electric Service Areas



Note: This map is accurate for planning purposes only.

State of Tennessee



Marshall County

Southaven

OLIVE BRANCH

PLANNING AREA

Tate County

- Waterways
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary
- Tax Parcels
- Gas Certificated Area**
- Atmos Energy
- City of Olive Branch

MAP 6.5

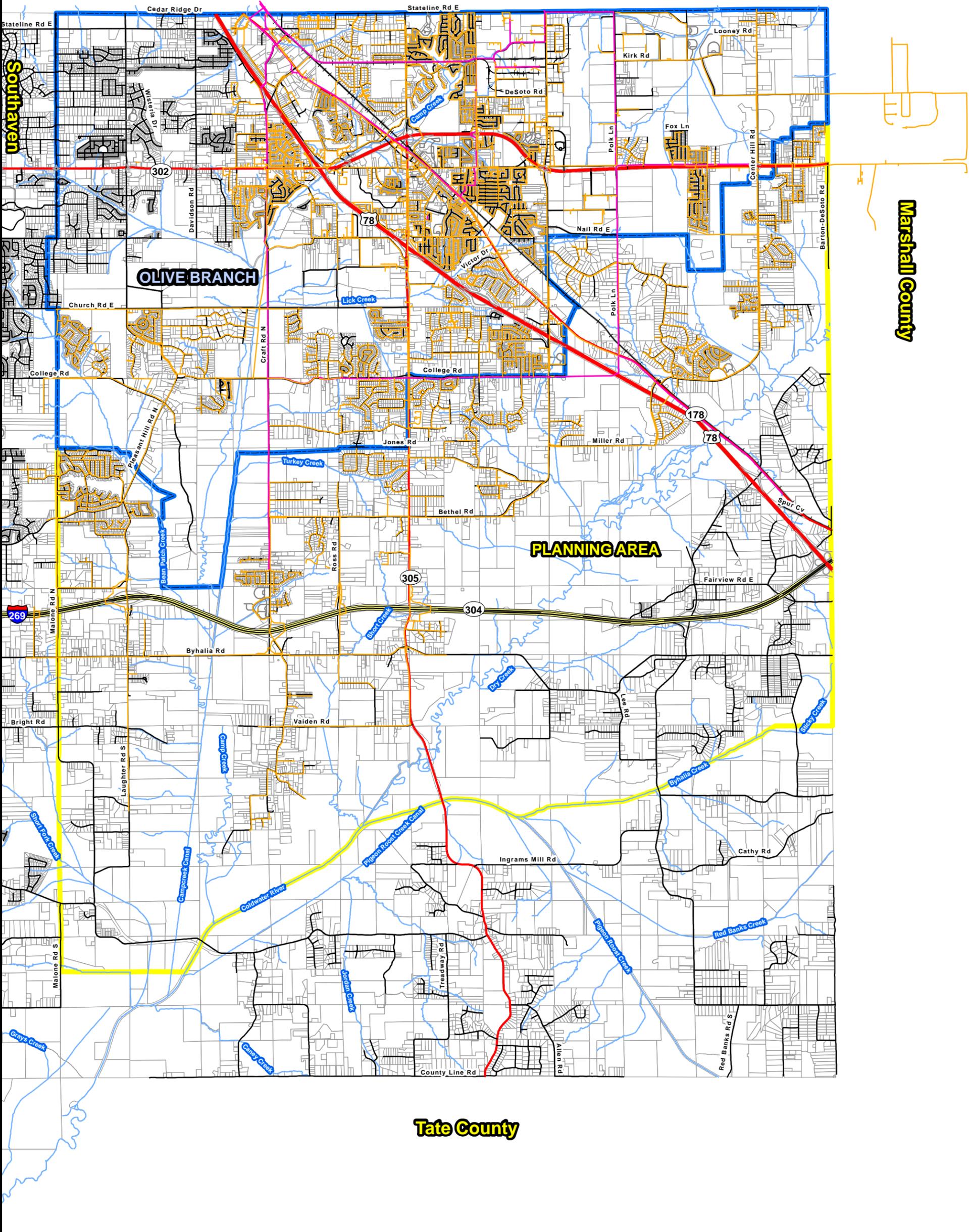
Gas Certificated Areas Map

Sources: DeSoto County GIS & Olive Branch GIS
Public Service Commission Gas Service Areas



Note: This map is accurate for planning purposes only.

State of Tennessee



Southern

Marshall County

Tate County

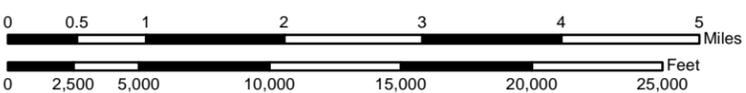
OLIVE BRANCH

PLANNING AREA

- Waterways
- Municipal Boundary (Effective 5/28/2021)
- Planning Area Outside Municipal Boundary
- Tax Parcels

EXISTING GAS LINES

- HIGH PRESSURE
- LOW PRESSURE



MAP 6.6

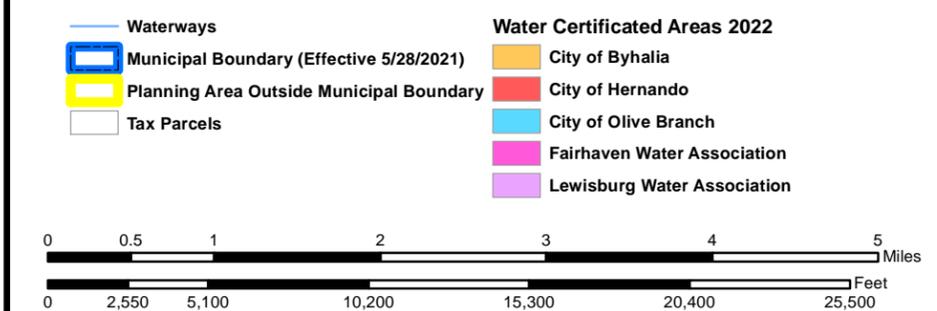
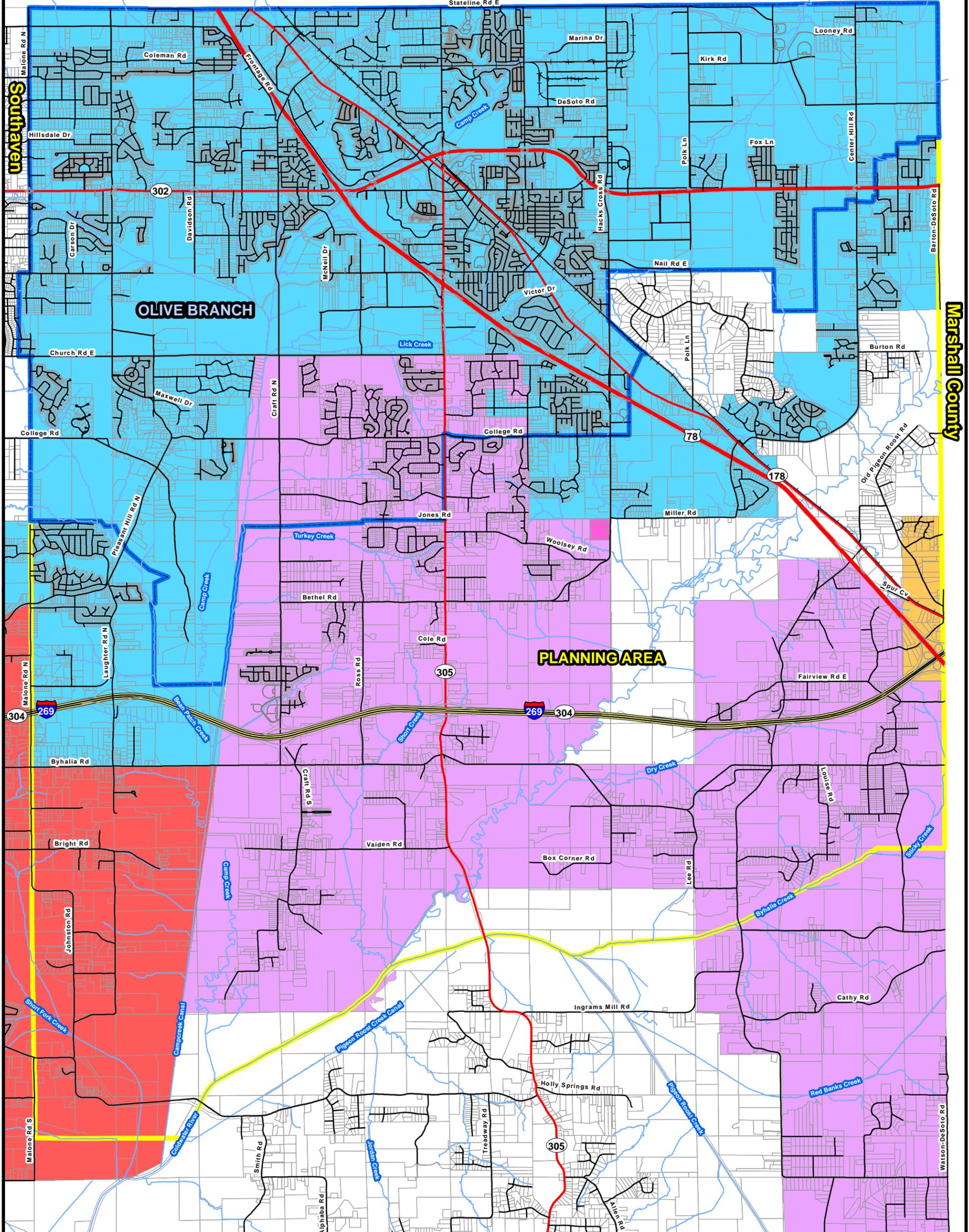
Existing Gas Lines Map

Sources: DeSoto County GIS & Olive Branch GIS



Note: This map is accurate for planning purposes only.

State of Tennessee



MAP 6.7

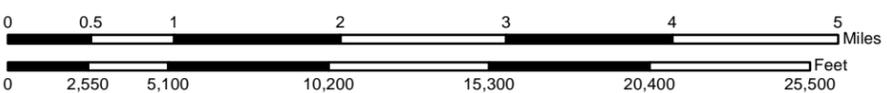
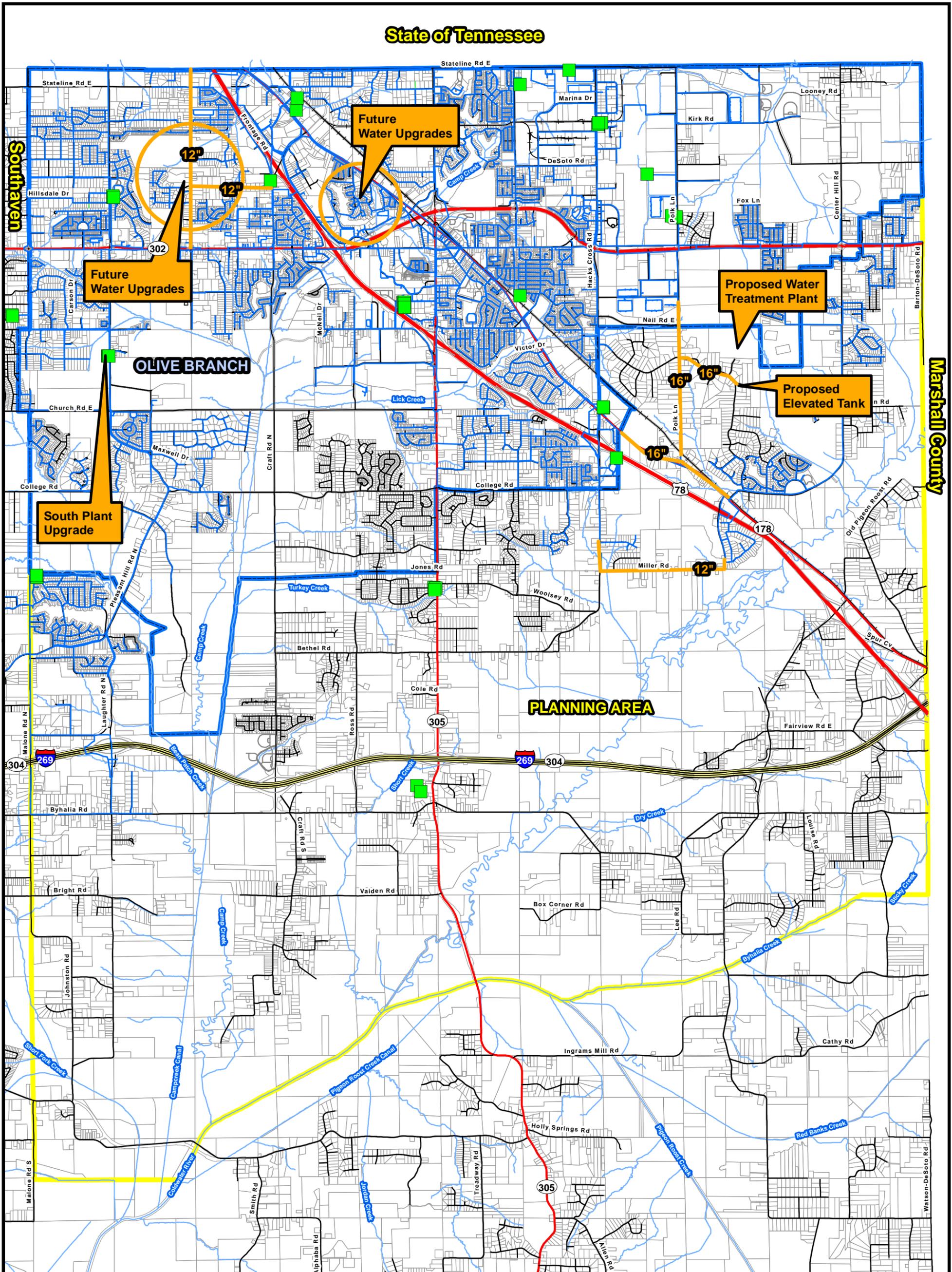
Water Certificated Areas Map

Sources: DeSoto County GIS & Olive Branch GIS
Public Service Commission Water Service Areas



Note: This map is accurate for planning purposes only.

State of Tennessee



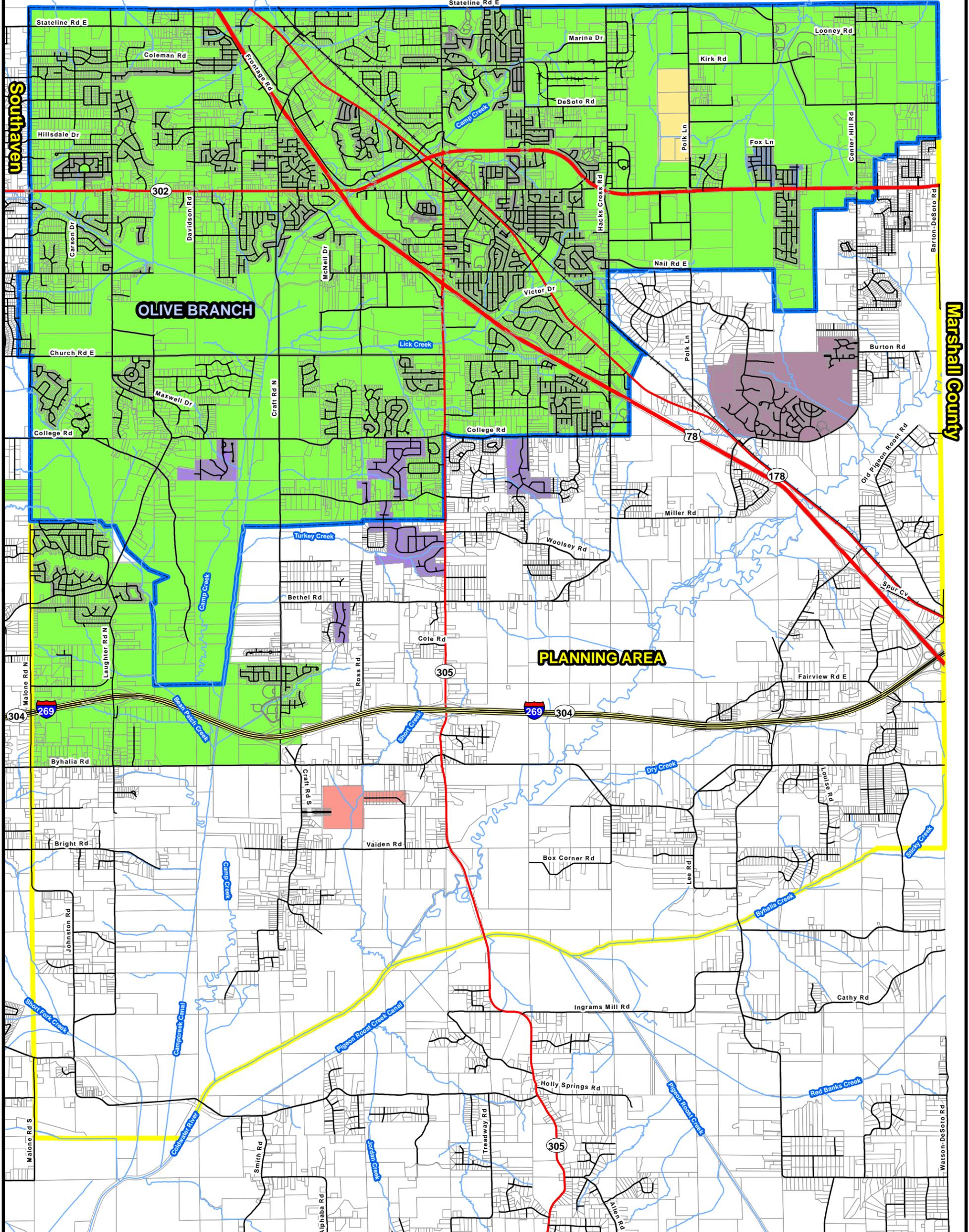
Sources: DeSoto County GIS & Olive Branch GIS



MAP 6.8 Existing and Proposed Water Lines Map

Note: This map is accurate for planning purposes only.

State of Tennessee



<ul style="list-style-type: none"> Waterways Municipal Boundary (Effective 5/28/2021) Planning Area Outside Municipal Boundary Tax Parcels 	<p>Sewer Certificated Areas 2022</p> <ul style="list-style-type: none"> Great River Utility Greenview Sewer Metro DeSoto Utilities Pine Crest Sewer Shelby Development City of Olive Branch
--	--

0 0.5 1 2 3 4 5 Miles

0 2,550 5,100 10,200 15,300 20,400 25,500 Feet



Sources: DeSoto County GIS & Olive Branch GIS
Public Service Commission Sewer Service Areas

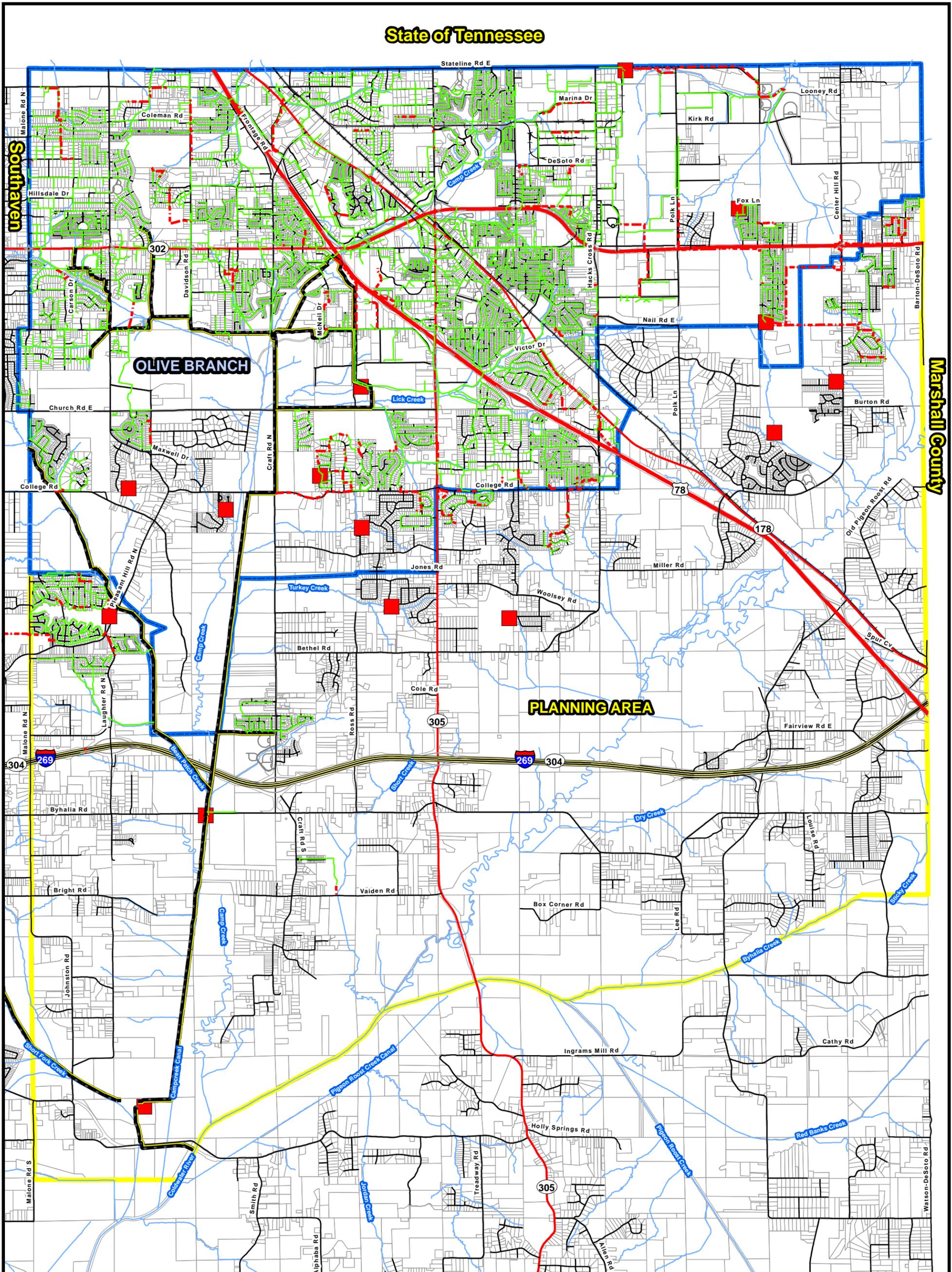


MAP 6.9

Sewer Certificated Areas Map

Note: This map is accurate for planning purposes only.

State of Tennessee



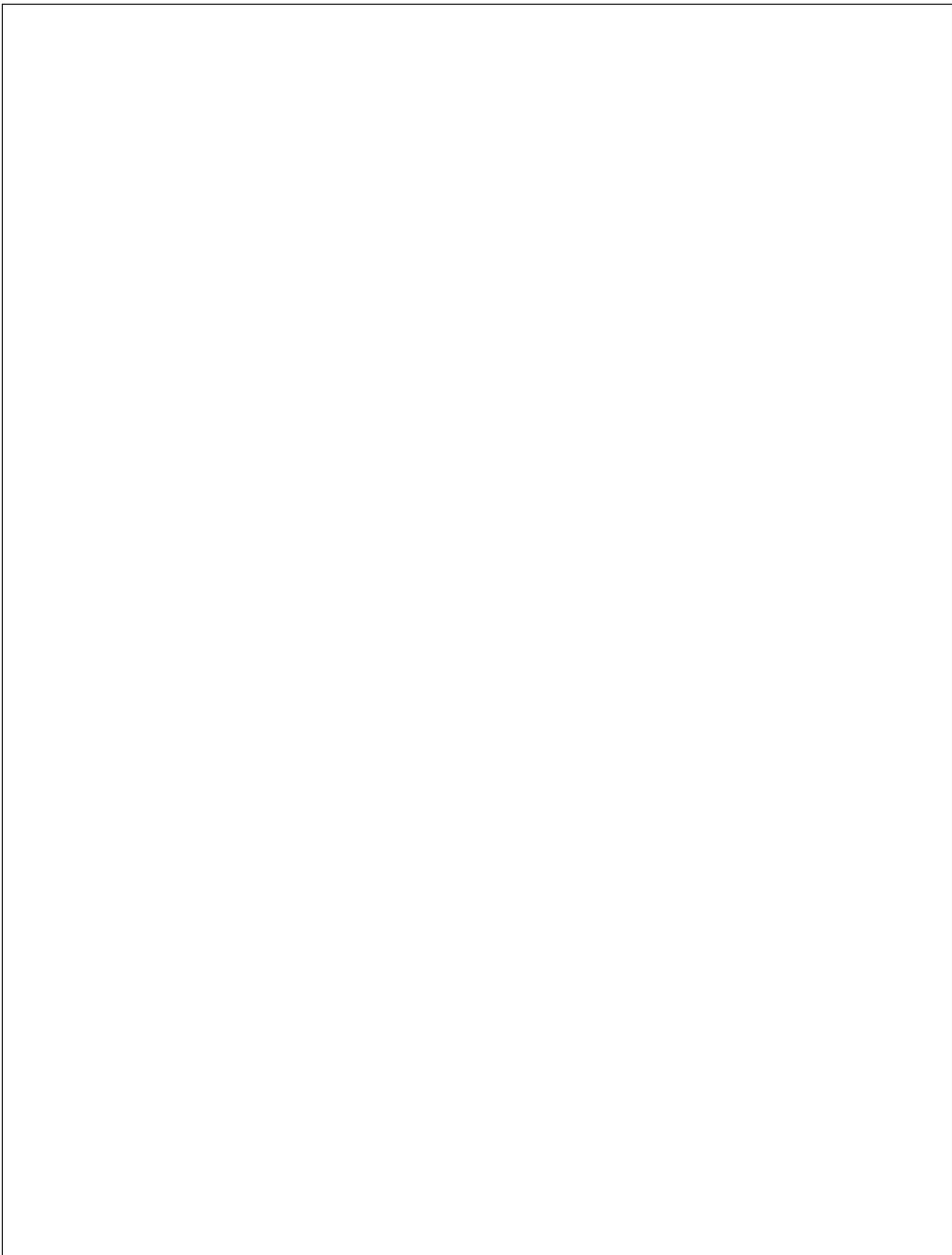
Waterways	Force Mains
Municipal Boundary (Effective 5/28/2021)	Gravity Mains
Planning Area Outside Municipal Boundary	DCRUA
Tax Parcels	Sewer Treatment Facilities

MAP 6.10

Existing Sewer Lines Map

Sources: DeSoto County GIS & Olive Branch GIS

Note: This map is accurate for planning purposes only.



Public Works / Streets

The City of Olive Branch's Public Works Department is tasked with providing maintenance of the infrastructure necessary to provide for the expected quality of life, sustaining the community, and providing continuous improvements of services to the citizens of Olive Branch. More particularly, the streets and sanitation division of the Public Works Department is focused on daily maintenance of more than 250 miles of local streets within the City limits. This maintenance includes repairing streets, sidewalks and public drainage structures, cleaning inlets of debris, picking up leaves, limbs, brush, yard waste, bulky trash and appliances at curbside. The streets and sanitation division of the Public Works Department also maintains street rights-of-way and other City property, as well as a variety of other tasks not covered within other City departments.

With many miles of local streets, drainage is likely to become an issue from time to time. The Public Works Department, along with the streets and sanitation division, should work diligently on prioritizing streets that are in need of maintenance and repair, as well as mitigating public drainage issues. The Streets Department is well equipped and well-staffed; however, the City should continue to monitor the needs of the Streets Department and provide additional staff and equipment as needed. The hiring of seasonal/temporary staff could be considered as a way to ease workload.

Planning & Development / Code Enforcement

Many governmental responsibilities fall under the guidance of the Olive Branch Planning & Development Department, which is split into divisions for Planning, Geographical Information Systems (GIS), Building Inspections, and Code Enforcement. The planning division's responsibilities include, but are not limited to: enforcement of the zoning ordinances and subdivision regulations; review of zoning issues, platting, variances, special exceptions, and other permits; and managing land within the City in accordance with the department's general development plans. The building inspections and code enforcement division's responsibilities include, but are not limited to: the permitting of all construction; conducting inspections of the construction work; and enforcing the City's adopted codes. As the department has such important and varied responsibilities, ensuring that the department is running smoothly is of utmost importance to the City. The Planning & Development Department has taken proactive steps towards this goal by deploying an on-line portal, where developers and citizens can create an account and view inspection results, track permit applications, view resulting fees, and report code violations/issues. The City should continue to utilize the most user-friendly development application practices, as well as keep the department well equipped.

Olive Branch has many ordinances and regulations on the books. The Code of Ordinances is maintained by Municode and is updated on a quarterly basis. Included within the City's Code of Ordinances is the Zoning Ordinance (including sign ordinance), Subdivision Regulations, Design Review Ordinance, and Flood Damage Prevention Ordinances. The City of Olive Branch adheres to the International Building Code (2018) which includes Fire, Mechanical, Plumbing, and Residential codes, and is also regulated by the 2017 International Electric Code. The City also adopted a Property Maintenance Code that became effective in 2022. Having these ordinances and codes in place allows the Planning & Development Department to ensure that residences and businesses in Olive Branch remain safely habitable and that new construction is safe, will retain its value and will not be a burden to City to maintain and provide services to in the future. The City should look to continue to keep its standard codes up-to-date and adopt new ordinances to give the Planning & Development Department better tools to address new challenges.

Industry

Industrial uses account for more than 10% of the land area in the City. The DeSoto County Economic Development Council (EDC), often with financial incentives provided from the State of Mississippi EDC and local matches, has been very successful in attracting industrial development to DeSoto County and the Olive Branch area.

Much of the industrial development surrounds the Olive Branch Municipal Airport. Industrial development also exists near the I-22 and HWY 305 interchange, and south of the State line between I-22 and HWY 178.

With the steady growth of population, infill development is leaving very little room for further industrial development. To maintain its competitiveness in the industrial development realm, the City of Olive Branch should continue to work closely with the DeSoto County EDC to identify marketable and developable industrial property. The City may also benefit by shifting its focus towards the recruitment and retention of technology and medical manufacturing based industries that could be developed in research or corporate office parks, as opposed to large scale warehouse distribution industrial buildings.

Educational Resources

The schools within the City of Olive Branch and the Planning Area are part of the DeSoto County School District. These are listed below:

Elementary/Intermediate Schools

- Center Hill Elementary (grades K – 5)
- Chickasaw Elementary (grades 2 – 3)
- Lewisburg Primary (grades K – 2)
- Lewisburg Elementary (grades 3 - 5)
- Olive Branch Elementary (grades K - 1)
- Olive Branch Intermediate (grades 4 - 5)
- Overpark Elementary (grades K – 5)
- Pleasant Hill Elementary (grades K – 5)

Middle/High Schools

- Center Hill Middle School (grades 6 – 8)
- Center Hill High School (grades 9 – 12)
- Lewisburg Middle School (grades 6 – 8)
- Lewisburg High School (Grades 9 – 12)
- Olive Branch Middle School (grades 6 - 8)
- Olive Branch High School (grades 9 - 12)

DeSoto County is Mississippi's largest and fastest growing school district. The District is a leader in state test scores, academic achievement, technology, arts, and physical education. In addition to boasting a district wide student population of over 30,000 and a completion rate over 90%, the DeSoto County School District was named the Best Public School District in the State of Mississippi in 2019. The school district is also an asset to the community as an employer by offering excellent benefits, competitive salaries, health insurance and retirement packages.

Many students who live in Olive Branch attend DeSoto County Schools located outside of Olive Branch. For example, much of the city is assigned to the DeSoto Central attendance zone. The DeSoto Central schools are located in Southaven. City officials should remain aware of the impact school attendance zones have on property values and community morale.

Olive Branch must continue to work with the DeSoto County School Districts to maintain the high-quality education that the District provides. Due to the success of the school district, and the growing demand of students, the City of Olive Branch should work with the DeSoto County School District on a plan to build new schools when necessary, while constantly addressing the needs of the existing schools. Special attention should also be given to the transportation needs of the District to allow the schools to continue to provide a high level of educational service to the community.

Housing

The relatively new housing stock in Olive Branch is in generally good condition and should be considered a strength of the City. However, with more than half the housing stock constructed before 2000, there are emerging maintenance issues. This can be problematic in neighborhoods where a substantial number of units are being rented, or where poorly maintained structures are clustered together. To address the issue, the City adopted a Property Maintenance Code that became effective in 2022. Initial enforcement efforts have resulted in several dilapidated and unsafe structures being torn down with repairs being made to others. Continued enforcement efforts to ensure owner occupied and rental properties are safe and livable and do not deteriorate to the point of condemnation is of utmost importance to the stabilization and increase of neighborhood property values. Property maintenance is critical to the City's economic well-being.

Like many cities in Mississippi, Olive Branch is experiencing a lack of new moderately-priced housing developments. Much of what is being built is restricted for higher income owners and specifically for investor groups to rent. With existing homes also being purchased for rentals, it appears prices have been driven upwards and may be beyond an obtainable price point for many first time buyers. This could be an emerging issue that could adversely impact the City's ability to attract and retain an adequate workforce.

While the traditional single family residential subdivision model is likely to remain the City's cornerstone for housing, the Future Land Use Plan has objectives and policies intended to support modifications to this model to promote the development of a wide variety of housing types in the City. In considering new proposals, the City will need evaluate the impact on the prospective workforce as well the needs of the aging population. This can be achieved by developing mixed use areas, where the workplace is close to residential, thus allowing for a reduction in transportation costs. Smaller lot homes in mixed use areas that are surrounded by amenities, such as community centers, shopping, and medical facilities also provide attractive options for older residents.

In addressing these housing issues, the City of Olive Branch should be proactive and ensure the overall safety and sustainability of the City for its residents now and in the future. Through best development practices, such as promoting walkability and alternative transportation methods throughout residential developments, the City of Olive Branch has the ability to develop a well-planned housing stock that addresses the individual needs of all of its residents.





Chapter 7

PLAN IMPLEMENTATION

Implementation Tools
Plan Maintenance



The Comprehensive Plan is a dynamic document. Maintaining it is as important as implementing it.

Introduction

The implementation of the Comprehensive Plan is critical to achieve the goals and recommendations set forth in this document. There are a number of implementation tools available to carry out different portions of this plan. The following information provides a brief description of some of the more common implementation tools. This plan can also be a guide for many different decisions made in Olive Branch and should be referred to periodically for guidance and periodically updated as needed.

Implementation Tools

Annual Budget (General Fund and Enterprise Fund)

The annual budget is a process in which the City of Olive Branch reviews various needs in the community and makes decisions to fund certain services, programs, capital expenditures, etc. The fiscal year 2021-2022 budget encompassed total expenditures of approximately \$90 million of which 15%-20% related to capital projects or equipment. Many local governments incorporate recommendations or policies from the comprehensive plan into the budgetary process. Including the comprehensive plan in the budget discussions can ensure that needs or goals previously outlined are being reviewed annually and considered for implementation. Because a comprehensive plan is a guide for the future, using it during the budgetary process can help direct funds to the goals laid out during the planning process.

A Capital Improvements Program (CIP) is also a type of budgeting process that plans and projects costs and expenditures for major public investments over a 5-year period. This is an effective way to concentrate on major investments such as wastewater plants, sewer lines, water lines, fire trucks, etc. It clearly identifies investment goals and helps the City prepare for specific needs and objectives. A 5-year plan can alleviate monetary stresses if projects are spaced over a period of time. Spreading costs over a number of years can also reduce any dramatic changes in the City's tax and fee-based structure.

Intergovernmental Agreements

Intergovernmental agreements between local government entities can help to spread the burden of certain services by sharing some responsibility to benefit the community as a whole. While no specific agreements are mentioned, the plan provides goals, objectives and policies to promote intergovernmental cooperation.

Zoning Ordinances and Land Development Regulations

Zoning is a common implementation tool for carrying out the future land use portion of the comprehensive plan. Zoning is the regulation of land uses and is intended to guide development into compatible land use patterns. It protects individual land owners and preserves and establishes the character of a community. The plan provides objectives and policies for the City to develop a Unified Land Development Code within one year of the 2022 update.

Building, Construction and Fire Codes

Construction, building and fire codes, including electrical, mechanical, plumbing, etc., provide a standard upon which to build safe structures. The City has most recently adopted the 2018 International Code Council (ICC) family of codes, with the exception of the International Property Maintenance Code. Its continued enforcement of up-to-date versions of the International Building Code and related trade codes from the ICC will greatly assist Olive Branch in efforts to ensure safe housing and safe buildings. However, with the adoption of such codes comes the responsibility of the City to make inspections to assure compliance with the codes.

Subdivision Regulations

Subdivision regulations control the process for division of land and also establish design standards for street, water, sewer, and drainage improvements. These regulations ensure that property owners have adequate public utilities and roadways. Subdivision regulations can also further goals of the comprehensive plan such as transportation improvements or water, sewer, and drainage facilities.

Community Design and Appearance

The City adopted design standards approximately 20 years ago which established architectural appearance guidelines for commercial areas, industrial areas, and the Old Towne district. These standards or guidelines address structural elements, exterior facades, exterior materials, landscape, lighting, etc. and are in need of updating.

Improving signage and landscape regulations as well as other ordinances can help to create a desired appearance throughout the community and a plan objective is to develop a Unified Land Development Code within one year of the 2022 update.

Day-to-Day Policy Enforcement

For Olive Branch, many of the goals and strategies involve setting or updating policies and then enforcing those policies. This usually involves City staff processing complaints that have been raised with, or identified by, the elected officials. The City may need to continue to strengthen day-to-day policy enforcement in order to raise the level of service.

Plan Maintenance

Maintaining the Comprehensive Plan is as important as implementing it. Many factors can lead to the need for revisions to and updating of the Comprehensive Plan, including new development, emerging economic factors, or population shifts.

Amendments

This plan, along with all of its elements, is designed to be a guide for the long-term development of Olive Branch. Major investments (both local and outside) and market conditions (local, national and international) have the ability to significantly shift growth patterns and influence land use in ways that cannot be foreseen at the present time. To adapt to these changes, the City should set up a process for amending elements in this document. As a warning, multiple amendments can unintentionally alter the policies that this plan is based upon; amendment should be limited and well justified.

Plan Review and Future Updates

The Comprehensive Plan is a dynamic document. Periodic review and update of the Comprehensive Plan is essential in order to accurately reflect the changes within the City. Yearly review is crucial to keep the Plan current of any special topics or influences that will affect the City. Every five years is the maximum time frame for review of major land use changes. If drastic changes occur in the City, a Plan review and update may be needed sooner. During a review process, the Board of Aldermen, Planning Commission, or a Comprehensive Planning Committee, should examine the ongoing success in implementing the current plan before making changes. After all elements and goals and objectives have been updated as necessary, a draft of the revised Plan must be viewed at a public hearing before being adopted and incorporated into the Comprehensive Plan.

ORDINANCE OF THE MAYOR AND BOARD OF ALDERMEN OF THE CITY OF OLIVE BRANCH, MISSISSIPPI ADOPTING COMPREHENSIVE PLAN - UPDATED 2040 PLAN

AN ORDINANCE OF THE CITY OF OLIVE BRANCH ADOPTING A COMPREHENSIVE PLAN INCLUDING THE GOALS AND OBJECTIVES FOR THE LONG-RANGE DEVELOPMENT OF THE PLANNING AREA, A LAND USE PLAN DESIGNATING THE PROPOSED GENERAL DISTRIBUTION AND EXTENT OF THE USES OF LAND IN THE PLANNING AREA, A TRANSPORTATION PLAN DEPICTING THE PROPOSED FUNCTIONAL CLASSIFICATION FOR MUNICIPAL ROADWAYS, AND A COMMUNITY FACILITIES PLAN.

WHEREAS, pursuant to Miss. Code Ann. Section 17-1-11 the governing authority of the municipality may provide for the preparation, adoption, amendment, extension, and carrying out of a comprehensive plan for the purpose of bringing about coordinated development in the municipality, as it may be expanded through the Planning Area, and

WHEREAS, the City Planning staff sought community input as to the contents of an updated Comprehensive Plan, and

WHEREAS, a public hearing was conducted, and notice was provided, in the time and manner provided for by law, and

WHEREAS, the Comprehensive Plan prepared by the City's staff and adopted herein contains recommendations for future land use and is not a rezoning of any specific property within the municipality, and

WHEREAS, the recommendations in the plan are designed to assist the City in making future land use decisions. However, the recommendations are not binding and the governing authority of the municipality may depart from the recommendations in situations where said governing authority deems it to be in the best interest of the municipality, and

WHEREAS, on November 8, 2022 the Planning Commission unanimously recommended adoption of the Comprehensive Plan, and

WHEREAS, the Mayor and Board of Aldermen are of the opinion that the Comprehensive Plan as presented at the December 20, 2022 public hearing should be adopted.

NOW THEREFORE BE IT ORDAINED by the Mayor and Board of Aldermen of the City of Olive Branch, Mississippi as follows, to wit:

1. That the Comprehensive Plan, in the form prepared by staff and presented at the December 20, 2022, as recommended by the Planning Commission, and as reviewed by the Board of

Aldermen and on file with the City Clerk is hereby adopted as the Comprehensive Plan for the City of Olive Branch.

2. This Ordinance shall be in full force and effect 30 days from passage. The City Clerk shall cause this Ordinance to be published in accordance with law.

The foregoing Ordinance was read, discussed and voted upon in a public meeting, section by section, and as a whole, and whereas a motion was duly made by Alderman Collins, and seconded by Alderman Earhart, with the following results:

Alderwoman Janet Aldridge	AYE
Alderman George Collins	AYE
Alderman Dale Dickerson	AYE
Alderman Gil Earhart	AYE
Alderwoman Pat Hamilton	AYE
Alderwoman Joy Henderson	AYE
Alderman David Wallace	AYE

ORDAINED this 20th day of December, 2022.


KENNETH R. ADAMS, MAYOR



I, Pamela C. Stout, Assistant City Clerk, do hereby certify that the foregoing is a true and correct copy of the Ordinance, adopted in the Regular Meeting of the Mayor and Board of Aldermen of the City of Olive Branch, Mississippi on the 20th day of December, 2022.

Witness my signature and the official seal of said City on this, the 5th day of January, 2023.


Pamela C. Stout, Assistant City Clerk