

**LAND USE PLAN
GATLINBURG, TENNESSEE**

**Prepared For The
Gatlinburg Regional/Municipal Planning Commission**

Hugh Ogle, Chairman

**Tom Cate
Phil Nemeth
Max Johnson**

**Tom Tinker
Ray Epperly
Chuck Bradley**

Prepared By The

LOCAL PLANNING ASSISTANCE OFFICE

The Department of Economic and Community Development

Knoxville, Tennessee

Ruth Viergutz Hawk

**Adopted September 1991 - Planning Commission
Adopted October 1991 - City Commission**

TABLE OF CONTENTS

| CHAPTER | PAGE |
|--|------|
| I. INTRODUCTION | 1 |
| Growth and Development | 1 |
| Purpose of the Report | 3 |
| II. POPULATION SUMMARY | 4 |
| Resident Population Characteristics | 4 |
| Resident Population Trends and Projections | 5 |
| Tourist Population Characteristics | 7 |
| Tourist Population Trends and Projections | 8 |
| Population Summary | 10 |
| III. ECONOMY SUMMARY | 33 |
| Sevier County Employment Patterns | 33 |
| Sevier County Employment Trends | 34 |
| Gatlinburg Employment Patterns and Trends | 35 |
| Economy Summary | 36 |
| IV. LAND USE SURVEY AND ANALYSIS | 47 |
| Land Use Survey | 47 |
| The Existing Land Use | 47 |
| V. LAND USE PLAN | 52 |
| Assumptions | 52 |
| Development Goals | 53 |
| Land Use Policies | 54 |
| Plan Concepts | 61 |
| VI. PLAN IMPLEMENTATION | 64 |
| Planning Tools | 64 |
| Utilities | 65 |
| Planning Commission Project Review | 65 |
| APPENDICES | 67 |
| Appendix A | 68 |
| Appendix B | 69 |
| Appendix C | 72 |
| Appendix D | 73 |
| Appendix E | 76 |
| Appendix F | 77 |
| Appendix G | 78 |
| Appendix H | 81 |
| Appendix I | 82 |

LIST OF TABLES

| TABLE | PAGE |
|--|------|
| I. POPULATION BY AGE, 1970-1980 Sevier County, Tennessee | 11 |
| II. POPULATION BY SEX, 1970-1980 Tennessee, Sevier County and Municipalities | 13 |
| III. POPULATION BY RACE, 1970-1980 Sevier County, Tennessee | 14 |
| IV. PER CAPITA INCOME ESTIMATES, 1980-1988 United States, Tennessee, and Sevier County | 15 |
| V. AVERAGE ANNUAL SALARY, 1980-1988 Tennessee and Knox, Blount, Jefferson, Cocke, and Sevier Counties | 16 |
| VI. POVERTY STATUS OF FAMILIES-1979 Sevier County, Tennessee | 17 |
| VII. EDUCATIONAL LEVEL, 25 YEARS OF AGE AND OLDER-1980 Sevier County, Tennessee | 18 |
| VIII. POVERTY STATUS OF FEMALE HEADED FAMILIES-1979 Sevier County, Tennessee | 19 |
| IX. PROPORTION OWNER/RENTER OCCUPIED HOUSING UNITS-1980 Sevier County, Tennessee | 20 |
| X. PAST POPULATION GROWTH 1940-1990 Tennessee, Region, Sevier County | 21 |
| XI. 1980 POPULATION, LOW POPULATION PROJECTIONS FOR 1990, 2000 Sevier County, Tennessee | 22 |
| XII. POPULATION PROJECTION, 1990-2000 Sevier County, Tennessee | 23 |
| XIII. SEASONAL VISITATION COMPARISON – 1986 Great Smoky Mountains National Park and Gatlinburg, Tennessee | 26 |
| XIV. SEASONAL VISITATION - 1978, 1986, 1989 Great Smoky Mountains National Park | 27 |

| | | |
|--------|---|----|
| XV. | TOTAL VISITOR COUNTS, 1981-1990 Great Smoky Mountains National Park and Gatlinburg Entrance | 28 |
| XVI. | NUMBER OF VISITS, 1970-1990 Great Smoky Mountains National Park | 30 |
| XVII. | PROJECTED VISITOR COUNTS – 2000 Great Smoky Mountains National Park and the City of Gatlinburg | 32 |
| XVIII. | EMPLOYMENT BY INDUSTRY, 1981 AND 1989 Sevier County, Tennessee | 38 |
| XIX. | TOTAL RETAIL SALES, 1981 AND 1989 Tennessee and Sevier County | 39 |
| XX. | AVERAGE RETAIL SALES PER HOUSEHOLD AND EFFECTIVE BUYING INCOME, 1981 AND 1989 Tennessee and Sevier County | 40 |
| XXI. | EMPLOYMENT ESTABLISHMENT, 1980-1988 Sevier County, Tennessee | 41 |
| XXII. | QUARTERLY LABOR FORCE DATA, 1986 AND 1989 Sevier County, Tennessee | 42 |
| XXIII. | EMPLOYMENT BY INDUSTRY, 1980 Sevier County, Tennessee | 44 |
| XXIV. | BUSINESS GROWTH CHART, 1981-1989 Gatlinburg, Tennessee | 45 |
| XXV. | LAND USE DATA, 1990 Gatlinburg, Tennessee | 50 |
| XXVI. | LAND USE COMPARISON 1970, 1980, 1990 Gatlinburg, Tennessee | 51 |

LIST OF ILLUSTRATIONS

| <u>ILLUSTRATION</u> | | <u>PAGE</u> |
|---------------------|--|-------------|
| 1 | REGIONAL SETTING - Gatlinburg, Tennessee | 2 |
| 2 | 1980 CENSUS DIVISIONS - Sevier County | 12 |
| 3 | PERCENT OF VISITORS BY STATE OF ORIGIN, 1985 Great Smoky Mountains National Park | 24 |
| 4 | THIRTY YEAR VISITOR TRENDS IN STATE OF ORIGIN BY PERCENT CHANGE IN TOTAL MARKET SHARE, 1956-1985 Great Smoky Mountains National Park | 25 |
| 5 | NUMBER OF VISITS, 1970 – 1990 Great Smoky Mountains National Park | 29 |
| 6 | PROJECTED ANNUAL VISITOR COUNTS – 2000 Gatlinburg, Tennessee | 31 |
| 7 | QUARTERLY SALES RECEIPTS FROM LODGING, 1986 and 1989 QUARTERLY SALES TAX RECEIPTS, 1986 and 1989 Sevier County, Tennessee | 43 |
| 8 | 1988 SEASONAL VARIATION IN GROSS TAX AND HOTEL/MOTEL TAX Gatlinburg, Tennessee | 46 |
| 9 | EXISTING LAND USE - MARCH 1990 Gatlinburg, Tennessee | 49 |
| 10 | LAND USE PLAN Gatlinburg, Tennessee | 63 |

CHAPTER I

INTRODUCTION

The City of Gatlinburg is situated in Sevier County at the main entrance to the Great Smoky Mountains National Park. The city and county are a part of the sixteen county East Tennessee Region with Gatlinburg located in the south central sector approximately forty miles southeast of Knoxville - the principal city in the region. The location of Gatlinburg is shown on the map on Illustration 1.

Two principal transportation routes link Gatlinburg to the region and the remainder of the nation. United States Highway 441 serves as a north-south corridor and Tennessee Highway 73 provides an east-west linkage. Each year, millions of visitors utilize these routes to visit Gatlinburg and the national park.

The mountain terrain in Gatlinburg ranges from 1,200 feet to 3,500 feet above sea level. The bulk of Gatlinburg's earlier development was located on the valley floor between the steep ridges, but as the valley has become more densely developed, more recent residential development has occurred on the steeper slopes of the mountains.

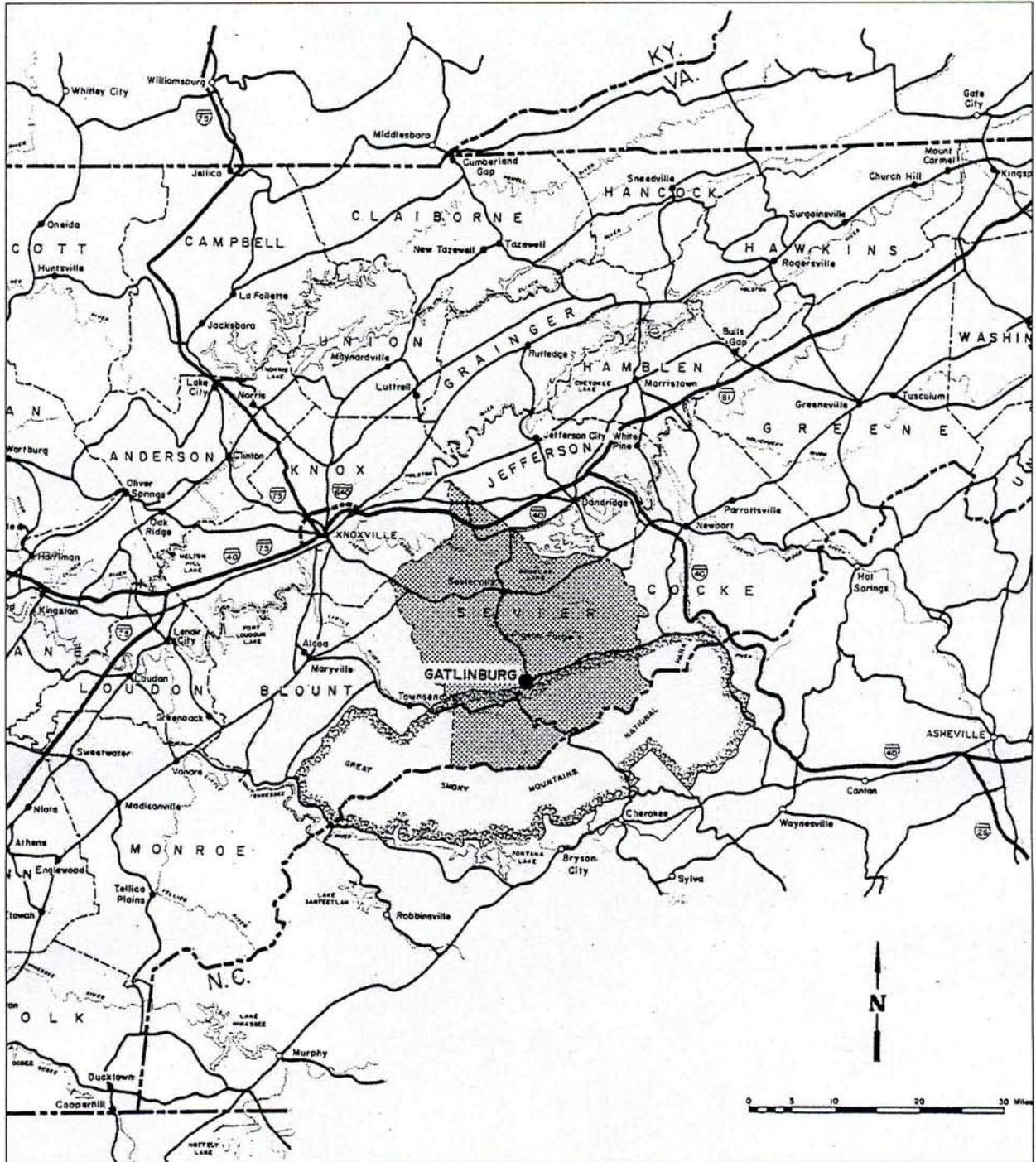
Growth and Development

In the early 1800's, Gatlinburg was known as White Oak Flats and consisted of a few shops, a church, and a school. Residents were employed in either farming activities or the lumber business, which owned the majority of land now located in the National Park. The first hotel was built in 1916 to provide housing for the lumbermen working in the nearby forests. This was the Mountain View Hotel and it remains standing today.

The destiny of Gatlinburg was forever changed when, on June 15, 1934, the United States Congress established the Great Smoky Mountains National Park. Today Gatlinburg is known as the Gateway to the Smokies and each year millions of tourists come to relax and to enjoy the scenic vistas of the Smoky Mountains. This tremendous influx of visitors to the Park has made the city one of the leading resort centers in the nation and has brought prosperity to the economy of the city, county, region, and state.

While tourism has been beneficial to Gatlinburg, some serious problems have been created as a result of this continuous influx of visitors. The city has a resident population of less than 3,500, but it has to provide services for up to an additional 60,000 visitors on peak tourist days. Therefore, traffic and pedestrian congestion present major problems for the city. Additional problems are created by the physical limitations to development because of the steep slopes and the potential for flooding of the flatter lands. It is very expensive to expand services with these constraints. These problems are very real and they must be effectively dealt with to ensure the continued economic growth and success of Gatlinburg in the future.

ILLUSTRATION 1



Purpose of the Report

The purpose of planning is to provide a desirable physical environment for the people who live in and visit the area. The land use plan sets the physical environment for the area. It is necessary, therefore, to anticipate how many people will be living in and visiting the area, what needs and resources they will have, and how they will utilize the land to fulfill their private and public needs.

Land use planning depends on reliable population forecasts, sound economic projections, and a thorough understanding of the interrelationship of all types of urban land use. The major studies required to provide this basic information are consequently concerned with: (1) population; (2) economy; and (3) land use.

The purpose of this planning document is to update the 1980 Land Use Plan of Gatlinburg. The report contains studies of the population and economy and an analysis of existing land use, the land use plan, and policies that assist in implementation of the plan.

CHAPTER II

POPULATION SUMMARY

The different types of services a community provides its citizens is tied very closely to the specific needs of the population. In order to provide quality services, a city must know the general characteristics of its citizens. In the City of Gatlinburg, this not only includes the resident population, but also the visitor population. The purpose of this chapter is to give an overview of the general characteristics of the resident and tourist population and to project resident and tourist population growth.

Resident Population Characteristics

The City of Gatlinburg has an unusually high percent of its population over the age of 65. In 1970, 12 percent of Gatlinburg's citizens fell into this age category, while only 10 percent in Sevier County fell in this category, and only 9.8 percent in the state. The 1980 census showed that Gatlinburg's senior citizen population had actually increased during the 1970's. Gatlinburg had 14.8 percent of its population over the age of 65, Sevier County had 11.0 percent, and the state had 11.3 percent. No 1990 census data is available at this time, but the 1970 and 1980 figures do show significant trends (See Table I and Illustration 2). Despite these high counts of retirement age citizens in Gatlinburg, these figures may actually be underestimated. Many area retired residents are seasonal and may not even have been included in the decennial census counts. These figures do indicate, however, that Gatlinburg is a retirement center.

While Gatlinburg is home to many senior citizens, the city has far fewer people aged 0-18 than average. In 1970, Gatlinburg had 30.3 percent of its population age 0-18 and Sevier County had 35.3 percent. In 1980, Gatlinburg had 22.7 percent, and the county had 29.8 percent. In both years, the state's age distribution was comparable to that of the county, but exact comparisons cannot be made because the state breakdown of age categories is by 0-19 and 20-64 rather than 0-18 and 19-64.

In both 1970 and 1980, Sevier County had more female residents than male. This is the norm across the nation, but percentage wise, in both time periods, Sevier County had a higher percent male residents than the state as a whole. All four municipalities, however, had a lower percent of male residents than the state or the county. This indicates that fewer males lived within each of the municipalities than expected. In 1980, Gatlinburg had the lowest percent of male residents, 46.2, than any of the other cities in the county. This higher female population in Gatlinburg may be tied closely to the fact its population is also older (See Table II).

The majority of Sevier Countians are white. This fact is reflected in Table III which indicates that while more than 16 percent of the state's general population were non-white in both the 1970 and 1980 censuses, less than one percent of Sevier countians were non-white in both censuses. Most of Sevier County's minority residents lived in the Beech Springs, Chilhowee, and Sevierville census divisions in 1970 and 1980. Only .04 percent of the residents of Gatlinburg were non-white in 1970, and .34 percent in 1980.

Between 1980 and 1988, Sevier County's per capita income grew at a slower rate than both the state and the nation (See Table IV). In 1980 Sevier County's per capita income was \$6,926. This compares to \$7,689 for the state and \$9,494 for the nation. In 1988, Sevier County's per capita income had increased to \$11,839. While this figure is an absolute increase of almost \$5,000, it is still only 71.8 percent of the nation's per capita income and only 85.4 percent of the state's per capita income. In 1980, Sevier County's per capita income was 73.0 percent and 90.1 percent of the nation's and state's per capita incomes. These figures indicate that Sevier County has not kept pace with the rest of the state or the nation.

The lower per capita income in Sevier County may be attributed to the high number of low wage jobs in the county, or the fact that Sevier County experiences higher rates of unemployment during the winter months. In comparing Sevier County's Adjusted Average Annual Salaries from 1980 to 1988, however, Sevier County's salaries have actually increased at a higher rate than its neighboring counties and the state (See Table V). The Sevier County average salary of \$13,047 is still less than the state's average salary of \$15,639, but in 1980 Sevier County's salaries were 81.1 percent of the state's, and in 1988 they were 83.4 percent of the state's average salary.

In 1979, the percent of families below the poverty level in Sevier County was comparable to that of Tennessee, both were at 13 percent. The percent of families below the poverty levels within the different census divisions, however, ranged from 6.5 to 20.1 percent, with Gatlinburg having only 6.5 percent (See Table VI). Gatlinburg's low poverty level may be attributed to the fact that only 36.8 percent of the city's adult residents had not completed high school in 1980, and that the city was the highest educated area in Sevier County in 1980 (See Table VII). It is also interesting to note that in Gatlinburg, only 9.6 percent of all female headed households were below the poverty level in 1980 (See Table VIII). This compares with 30.4 percent for the county. These below poverty level statistics show that Gatlinburg is a relatively wealthy community.

Despite the apparent wealth of Gatlinburg, in 1980 only 64.2 percent of the residents owned their home. This compares to Sevier County, where almost 80 percent of all residents owned their own home (See Table IX). The higher rate of renter occupied housing in Gatlinburg may be due, in part, to the high cost of land and the high cost of development in the mountainous terrain. Many single-family residential units are built, but these are often rented out by the night, weekend, or week where the owner can recoup the up front investment more readily. As a result, housing is more expensive in Gatlinburg and many individuals cannot afford to purchase a home.

Resident Population Trends and Projections

Sevier County has been one of the fastest growing counties in the state of Tennessee for the past three decades. Its rapid growth can be attributed to several factors, one of which is the location of the Great Smoky Mountains National Park. Many people have moved to Sevier County because of its aesthetically pleasing environment. Another major factor contributing to the rapid growth of the county is its close proximity to the City of Knoxville. The Seymour community, found in the Chilhowee Census Division, has developed as a bedroom community to Knoxville and has almost tripled in size between 1960 and 1980 (See Table X).

While Sevier County grew by more than 80 percent from 1970 to 1990, the state and region only grew by 24.3 and 27.0 percent respectively. During the same period of time, Gatlinburg grew by 46.7 percent, but like the state and region, the bulk of the growth occurred from 1970 to 1980.

In analyzing Gatlinburg's growth rate since 1950, it can be seen that the rate of growth remained consistently at 35 percent from 1950 to 1960, 1960 to 1970, and 1970 to 1980. The actual population was 1,301 in 1950, 1,724 in 1960, 2,329 in 1970, and 3,210 in 1980. From 1980 to 1990, however, the city experienced only a 6.4 percent rate of growth. This sudden slow down was very sudden and not anticipated by the city. Even though the growth rate was very low compared to previous years, it is actually deceptively high. Between 1980 and 1990, the city annexed 500 residents. Knowing this, it would appear that the city should have increased from 3,210 in 1980 to at least 3,710 in 1990. The 1989 certified population for Gatlinburg was 3,710, but the 1990 census population was only 3,417. It appears, therefore, that Gatlinburg actually lost population during the 1980's.

In reviewing the number of single-family building permits issued during the 1980's, however, it is unlikely that Gatlinburg actually lost population. Forty-three single-family building permits were issued in 1980, one hundred single-family building permits were issued in 1985, and sixty-seven single-family building permits were issued in 1989. This may indicate that many of Gatlinburg's residents are seasonal and are counted by the Census Bureau at a different location and/or that the 1980 census over counted the actual number of city residents (See Appendix A).

After each decennial census, population projections are made for each county. The University of Tennessee - Department of Sociology made population projections for Sevier County for 1990 and 2000 based on the 1980 census figures. In 1983 the department projected low, medium, and high population estimates of 51,197, 57,745, and 64,301 for 1990 and 62,716, 78,615, and 96,377 for 2000. According to the preliminary 1990 census counts of 51,043, the low projection for 1990 is only .3 percent high. This leads one to believe that the 1983 2000 population projection of 62,716 may be more accurate than either the medium or high projections. The low population projections assumed a growth rate of 23 percent between 1980 and 1990, and a growth rate of 22 percent between 1990 and 2000. The department revised these original projections to a single figure in 1985. At that time it was projected the 1990 population would be 49,274 and the 2000 population would be 58,658. The 1985 revised 1990 population projection is 3.5 percent low (See Appendix B).

The Sociology Department's projections were also divided by age group and sex. The 1983 low 1990 projections estimated that 12.4 percent of the total population would be age 65 or above, and the 2000 projections estimated that 13.1 percent would be age 65 or above. Both of these percentages reflect increases over the 10.9 percent age 65 or above in 1980. The low population projections for 1990 and 2000 also show a slight decrease in the percent of males from 48.8 percent in 1980, 48.3 percent in 1990, and 48.1 percent in 2000 (See Table XI).

In addition to the Department of Sociology, the Bureau of Economic Analysis also made population projections for Sevier County. The 1990 projection was 50,578, .9 percent low compared to the preliminary census county of 51,043. Based on the Bureau's projections, Sevier County will grow at a much slower rate than that projected by the Sociology Department. The

Bureau projected that Sevier County's population will be 54,427 in 1995, 57,967 in 2000, 61,526 in 2005, 68,261 in 2015, and 77,426 in 2035. These projections estimate there will be a rate of growth between 11 and 15 percent per decade (See Appendix C).

The Bureau of Economic Analysis also made population projections for each of the census divisions and municipalities in the county. The low 1990 Gatlinburg projection was 3,962, almost 16 percent higher than the actual 1990 census count. On the other hand, the high 1990 Sevierville and Pigeon Forge projections were 7,073 and 2,829 (See Table XII). These were 1.5 and 6.5 percent too low respectively. Given Gatlinburg's most recent rate of growth, it is unlikely that the city will have 3,962 residents by 2000 unless it annexes more citizens.

Tourist Population Characteristics

When the Great Smoky Mountains National Park was created in 1934, Gatlinburg was a small mountain village. Today it hosts millions of visitors each year who come to the park and the city to relax and enjoy the natural beauty of the area. The entire economy of Gatlinburg is based on tourism, and for this reason it is very important for the city to understand its visitors.

The U.S. Travel Data Center and the National Park Service intermittently conduct a variety of surveys and studies on Gatlinburg and National Park visitors. A 1986 study of Gatlinburg visitors revealed that 65 percent of the respondents were married, 94 percent were white, 75 percent had completed high school, 79 percent owned their own home, 20 percent were retired, 46 percent had two or more wage earners in the household, and more than 70 percent of the households had no children. This visitor profile shows that Gatlinburg seems to attract the older, more established traveler (See Appendix D).

A visitor study conducted by the National Park Service showed that visitors to the park, like visitors to Gatlinburg, also tended to be married, white, higher educated, older, and wealthier than the average population. The park's study compared 1975 and 1985 visitor characteristics to 1970 and 1980 census figures. The 1975 and 1985 visitor characteristics are based on large sample populations from surveys conducted in the park (See Appendix E).

The majority of Gatlinburg's and the National Park's visitors come from the eastern United States. The 1986 study showed that 84 percent of the city's visitors came from the South Atlantic Region, the East South Central Region, and the East North Central Region. The majority of the park's visitors in 1985 also come from these three regions (See Illustration 3). A thirty year trend analysis comparing 1956 and 1985 park visitor origin, reflects an overall shift in visitor origin. Illustration 4 shows the percentage change in the total market share of the park visitation by state. With the exception of Kentucky, states north of Tennessee show the greatest losses in percent distribution. These losses are not in absolute terms, but in proportion to the total by state by year. At the same time, the deep south states showed the greatest increases. These states are also the ones which experienced a rapid population growth during the same time period.

The 1986 Gatlinburg study showed that 51 percent of Gatlinburg's visitors also went to Pigeon Forge. The 1989 study showed that this figure had increased to 66 percent, but that at the same time 86 percent of Pigeon Forge's visitors also came to Gatlinburg. This implies that Gatlinburg

and Pigeon Forge offer two different types of experiences to tourists and that the two cities may actually compliment each other by attracting a larger, more diverse population to the county.

According to the 1989 study, more than 70 percent of the respondents stated they would probably or definitely come back to Gatlinburg. More than 75 percent of these respondents also stated they were very satisfied or extremely satisfied with their trip to Gatlinburg. Finally, more than 80 percent reported they were repeat visitors. These figures indicate that Gatlinburg is extremely dependent on the repeat visitor and, therefore, must prevent the degradation of the tourists' quality of visit.

Tourist Population Trends and Projections

In the past, the number of visitors Gatlinburg has hosted has been dependent on the number of visitors touring the national park. For example, in 1986 the Smokies had 9.836 million visitors and Gatlinburg had 7.2 million visitors. This compares with 8.338 million park visitors and 6.0 million city visitors in 1989. In both years, total city visits were approximately 72 percent of total park visits.

In comparing the 1986 park visitor counts and the 1986 Gatlinburg visitor counts, a seasonal relationship, also exists. From April through June, 28 percent of the park's annual visitors came and 24 percent of the city's annual visitors came. From July through September, 41.5 percent of the park's annual visitors and 43 percent of the city's annual visitors came (See Table XIII). Park records also show that this seasonal visitation pattern has remained constant throughout the years (See Table XIV).

In addition to seasonal visitation, the percent of the total park visitors who enter through the Gatlinburg entrance has also remained constant over the years. Between 1981 and 1990, the Gatlinburg entrance has consistently accommodated approximately 42 percent of total park visitors. 1984 and 1990 were the only two years in the ten-year time period which dropped below 42 percent (See Table XV).

As has been pointed out, tourist visitation is seasonal. Because of this, annual visitor counts do not give a good indication of the actual impact tourists entering a community will have on it. Most of Gatlinburg's tourists visit during the summer months, with July being the peak month. No monthly visitor counts are available for Gatlinburg, but between 1985 and 1989, the average July Park visitor count was approximately 17.2 percent of the total annual Park visitors (See Appendix F). Assuming this same ratio for Gatlinburg, if 6.0 million visitors came to the city in 1989, approximately 1,032,000 of these visitors came in July. It is unlikely than an equal number of tourists came to Gatlinburg on each day in July, but if that were the case, the city would have seen an influx of 33,290 visitors per day in July 1989.

There are thirty-one days in July and one third of these are either weekend days or a holiday. It is very probable that this 30 percent of the month, actually attracts 45 percent of the total visitors. Assuming this, in July 1989 on each of these nine peak days, Gatlinburg hosted approximately 51,600 visitors.

It is very difficult to project the tourist population for any area because so many variables affect whether a family or individual will choose a particular vacation spot or not. As previously stated, however, there is a correlation between the number of visitors to Gatlinburg and the number of people who visit the park. The best way to make Gatlinburg visitor projections, therefore, is to review past park visitor counts. In reviewing park visitor counts from 1970 to 1990 it can be seen that 1976-77 and 1986-87 were high years (See Illustration 5 and Table XVI). The 1976-77 increase in visitors may be due to the Nation's Bicentennial Celebration, gasoline being readily available; the low amount of rain received those two years, or a combination of these or any other factors. The higher 1986-87 counts may be attributed to the state-wide Homecoming '86 campaign, the booming economy, the low amount of rain received those two years, or a combination of these or any other factors.

Between 1970 and 1980, park visits increased by 24.5 percent, between 1980 and 1990 they decreased by 3.4 percent, and overall, between 1970 and 1990 they increased by 20.3 percent. It is important to note, however, that in 1987, the National Park Service changed the multiplier in the formula used to calculate the number of visits. Therefore, the lower visitor counts in 1988, 1989, and 1990 may actually be an illusion. It is important to note, however, that the 1987 visitor count was higher than the 1986 count and that the 1986 count was higher than any count from previous years. These percentages, therefore, may indicate that the park's total visitation is tabling off and that growth projections for the future should be conservative.

Assuming a conservative growth rate of 5 percent from 1990 to 2000, park visitor counts would be 8.56 million and Gatlinburg's visitor counts would be 6.16 million in year 2000. A 10 percent growth rate during the same time period would put park counts at 8.97 million and Gatlinburg counts at 6.46 million. A 15 percent growth rate would put park counts at 9.37 million and Gatlinburg counts at 6.75 million (See Illustration 6 and Table XVII). These projections represent averages and most likely any given year could see record low or record high visits for a variety of reasons.

If the annual number of visitors who come to Gatlinburg increases by 5, 10, or 15 percent between 1990 and 2000, the number of visitors entering the city on a peak day would also increase. Assuming that 17.2 percent of the total projected visitors would come in July and that 45 percent of these would come on the weekends or July 4, Gatlinburg could expect to see between 52,980 and 58,050 visitors on peak days (See Table XVII). Again, these projections represent averages, and it is likely that some July's may have more visitors on peak days than projected and that other July's may have fewer visitors on peak days than projected. These projections do indicate, however, that Gatlinburg will have to accommodate approximately 60,000 residents, permanent and visitors, on peak visitor days by 2000.

Gatlinburg has begun actively marketing the off-season winter months as a vacation option to potential tourists. Any increase in visitation to the area, during the winter months may decrease the influence the park visitation has on Gatlinburg visitation. At the same time, however, as the Highway 66/321 corridor develops more intensely, traffic leading to Gatlinburg will become more congested during the peak tourist season and may decrease the number of visitors actually reaching Gatlinburg. These two factors, however, may negate each other. The key to Gatlinburg's continued growth in the future may be to increase winter visitation.

Population Summary

In summary, throughout the 1970's and 1980's the resident population of Sevier County grew at a much faster rate than the East Tennessee Region and the rest of the state. Gatlinburg's growth was comparable to the county's during the 1970's, but slowed down considerably during the 1980's. If these growth rates continue throughout the 1990's, Sevier County's population should exceed 62,000 by 2000. Gatlinburg's population, however, should not exceed 4,000 by 2000 unless the city annexes some large residential areas.

Major findings of the population study include the following:

1. The most significant population growth in Sevier County during the 1970's occurred in the Chilhowee Division and the City of Sevierville.
2. During the 1980's, the cities of Sevierville and Pigeon Forge's growth rate was twice that of the county, and the City of Gatlinburg's growth rate was less than a third that of the county.
3. It is projected that Gatlinburg will host more than 58,000 visitors on peak visitor days by 2000.
4. Compared to the county and the state, Gatlinburg's population is slightly older.
5. The female population out numbers the male population in Gatlinburg at a greater ratio than in the county or the state.
6. The racial composition of Gatlinburg residents and visitors is predominantly white.
7. The education level of the adult population of Gatlinburg residents and visitors is higher than average.
8. Gatlinburg's resident and tourist populations tend to be slightly wealthier than average.

TABLE I
POPULATION BY AGE, 1970 -1980
SEVIER COUNTY, TENNESSEE

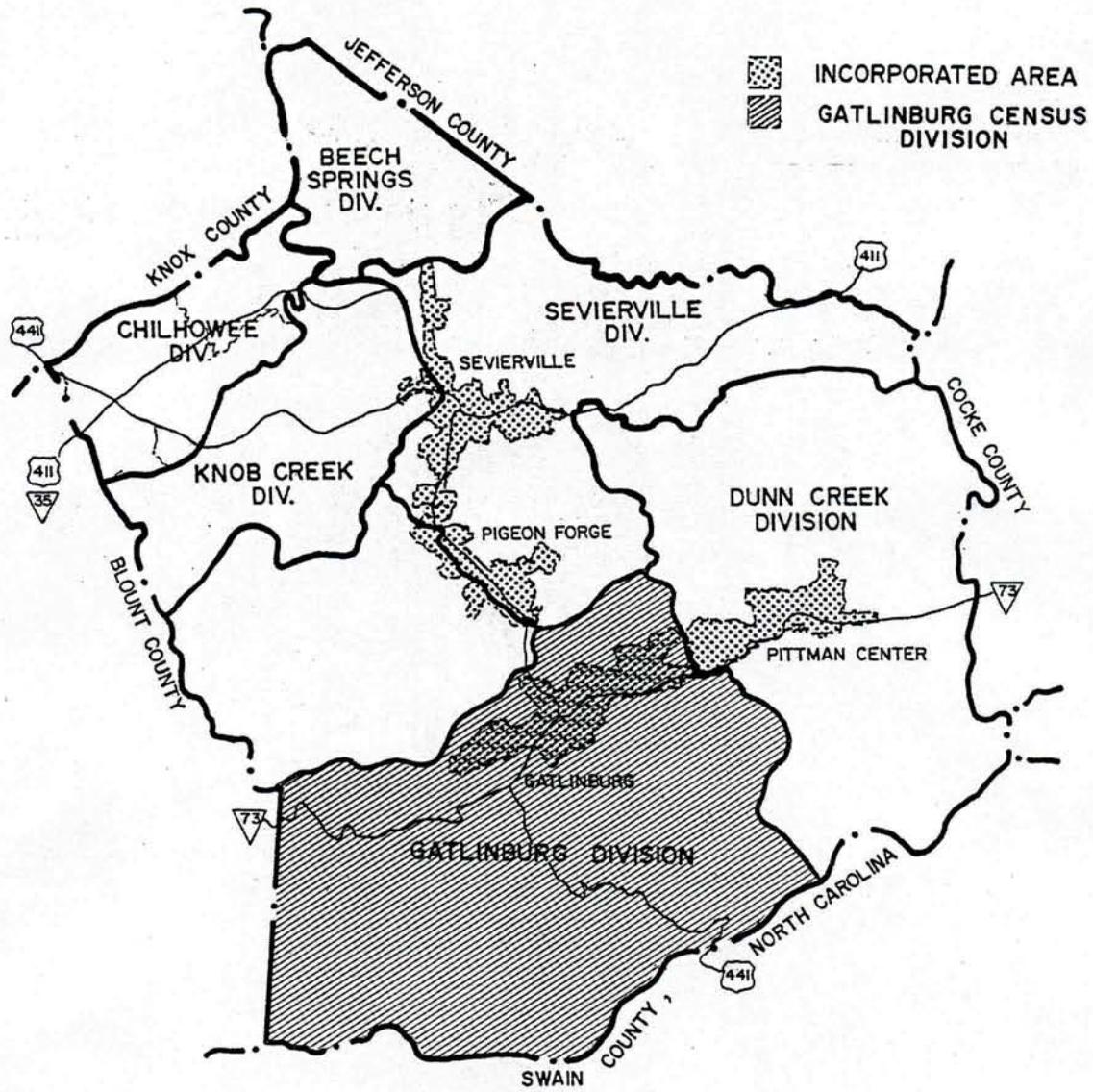
| | 1970 | | | | 1980 | | | | Total | % | | | |
|---------------------------|------------|-------------|--------------|-------------|------------|-------------|------------|-------------|--------------|-------------|------------|-------------|--------------|
| | 0-18 | | 19-64 | | 0-18 | | 19-64 | | | | 65+ | | |
| | # | % | # | % | # | % | # | % | | | # | % | |
| Sevier County | 9,976 | 35.3 | 15,437 | 54.7 | 2,828 | 10.0 | 12,343 | 29.8 | 24,527 | 59.2 | 4,548 | 11.0 | 41,418 |
| Beech Springs | 796 | 34.8 | 1,239 | 54.2 | 252 | 11.0 | 1,057 | 31.7 | 1,940 | 58.2 | 335 | 10.1 | 3,332 |
| Chilhowee | 1,174 | 35.4 | 1,857 | 56.0 | 285 | 8.6 | 2,281 | 31.7 | 4,341 | 60.4 | 565 | 7.9 | 7,187 |
| Dunn Creek | 852 | 34.9 | 1,288 | 52.7 | 307 | 12.4 | 1,031 | 30.8 | 1,907 | 56.9 | 414 | 12.3 | 3,352 |
| Pittman Center | --- | --- | --- | --- | --- | --- | 113 | 23.1 | 276 | 56.6 | 99 | 20.3 | 488 |
| Gatlinburg | 1,221 | 33.5 | 2,028 | 55.6 | 397 | 10.9 | 1,059 | 23.8 | 2,789 | 62.6 | 607 | 13.6 | 4,455 |
| City of Gatlinburg | 705 | 30.3 | 1,345 | 57.7 | 279 | 12.0 | 728 | 22.7 | 2,006 | 62.5 | 476 | 14.8 | 3,210 |
| Knob Creek | 1,054 | 35.2 | 1,638 | 54.6 | 307 | 10.2 | 1,058 | 30.4 | 2,066 | 59.4 | 353 | 10.2 | 3,477 |
| Sevierville | 3,890 | 35.9 | 5,935 | 54.8 | 1,003 | 9.3 | 4,636 | 29.6 | 9,162 | 58.5 | 1,871 | 11.9 | 15,669 |
| Pigeon Forge | 501 | 36.8 | 743 | 54.6 | 117 | 8.6 | 482 | 26.5 | 1,121 | 61.5 | 219 | 12.0 | 1,822 |
| City of Sevierville | 958 | 36.0 | 1,383 | 52.0 | 320 | 12.0 | 1,335 | 29.3 | 2,621 | 57.5 | 600 | 13.2 | 4,556 |
| Wears Valley | 989 | 36.3 | 1,452 | 53.4 | 280 | 10.3 | 1,234 | 31.3 | 2,309 | 58.5 | 403 | 10.2 | 3,946 |
| Tennessee* | 1,474,735 | 37.6 | 2,065,027 | 52.6 | 383,925 | 9.8 | 1,476,209 | 32.1 | 2,587,323 | 56.6 | 517,588 | 11.3 | 4,591,120 |

Source: U.S. Census, 1970, 1980

*State figures are broken down into 0-19 and 20-64 age groups, rather than 0-18 and 19-64.

ILLUSTRATION 2

1980 CENSUS DIVISIONS SEVIER COUNTY



SCALE OF MILES



TABLE II
POPULATION BY SEX, 1970-1980
TENNESSEE, SEVIER COUNTY AND MUNICIPALITIES

| | 1970 | | | | 1980 | | | |
|-------------------|---------------|-------------|--------------|-------------|--------------|-------------|--------------|-------------|
| | Male | | Female | | Male | | Female | |
| | # | % | # | % | # | % | # | % |
| Sevier County | 13,832 | 49.0 | 14,409 | 51.0 | 20,232 | 48.8 | 21,186 | 51.2 |
| Pittman Center | -- | -- | -- | -- | 230 | 47.1 | 258 | 52.9 |
| Gatlinburg | 1,1093 | 46.9 | 1,236 | 53.1 | 1,482 | 46.2 | 1,728 | 53.8 |
| Pigeon Forge | 641 | 47.1 | 720 | 52.9 | 852 | 46.8 | 970 | 53.2 |
| Sevierville | 1,205 | 45.3 | 1,456 | 54.7 | 2,128 | 46.7 | 2,428 | 53.3 |
| Tennessee | 1,897,674 | 48.4 | 2,026,013 | 51.6 | 2,216,600 | 48.3 | 2,374,520 | 51.7 |

Source: Census of Population 1970, 1980

TABLE III
POPULATION BY RACE, 1970 – 1980
SEVIER COUNTY, TENNESSEE

| AREA | 1970 <u>Non-White Population</u> | | 1980 <u>Non-White Peculation</u> | |
|-------------------|-------------------------------------|------------|-------------------------------------|------------|
| | No. | % of Total | No. | % of Total |
| State | 629,757 | 16.05 | 755,668 | 16.46 |
| Sevier County | 146 | .52 | 306 | .74 |
| Beech Springs | 25 | 1.09 | 35 | 1.05 |
| Chilhowee Div. | 30 | .90 | 85 | 1.18 |
| Dunn Creek Div. | 8 | .33 | 14 | .42 |
| Pittman Center | -- | -- | 1 | .20 |
| Gatlinburg Div. | 4 | .11 | 23 | .52 |
| Gatlinburg | 1 | .04 | 11 | .34 |
| Knob Creek Div. | 6 | .20 | 7 | .20 |
| Sevierville Div | 71 | 6.56 | 122 | .78 |
| Pigeon Forge | 0 | .00 | 8 | .44 |
| Sevierville | 39 | 1.47 | 71 | 1.56 |
| Wear Valley Div. | 2 | .07 | 20 | .51 |

Source: Census of Population 1970, 1980

TABLE IV
PER CAPITA INCOME ESTIMATES, 1980-1988
UNITED STATES, TENNESSEE, AND SEVIER COUNTY

| | 1980 | 1982 | 1984 | 1986 | 1988 | Percent Change 1980 to 1988 |
|----------------------|-----------------|-----------------|-----------------|------------------|------------------|--------------------------------|
| United States | \$9,494 | \$11,113 | \$13,116 | \$14,639 | \$16,490 | 73.4% |
| Tennessee | \$7,689 | \$ 9,004 | \$10,649 | \$11,995 | \$13,867 | 80.3% |
| Sevier County | \$ 6,926 | \$ 8,282 | \$ 9,316 | \$ 10,412 | \$ 11,839 | 70.1% |

Source: County Business Patterns, 1980 - 1988. U.S. Department of Commerce, Bureau of Census.

TABLE V
AVERAGE ANNUAL SALARY, 1980 -1988
TENNESSEE AND KNOX, BLOUNT, JEFFERSON, COCKE, AND SEVIER COUNTIES

| | 1980 | 1982 | 1984 | 1986 | 1988 | Increase from 1980 to 1988 (Adjusted) | % Increase from 1980 to 1988 (Adjusted) |
|----------------------|----------|----------|----------|----------|----------|---------------------------------------|---|
| Knox Co. | | | | | | | |
| Actual | \$11,457 | \$13,564 | \$14,900 | \$16,167 | \$17,890 | +\$1,226 | 8.8% |
| Adjusted | \$13,909 | \$14,052 | \$14,334 | \$14,744 | \$15,135 | | |
| Blount Co. | | | | | | | |
| Actual | \$14,454 | \$16,410 | \$16,740 | \$17,822 | \$18,828 | -\$1,619 | -9.2% |
| Adjusted | \$17,547 | \$17,001 | \$16,104 | \$16,254 | \$15,928 | | |
| Jefferson Co. | | | | | | | |
| Actual | \$ 9,893 | \$12,048 | \$11,527 | \$12,324 | \$14,853 | +\$ 556 | 4.6% |
| Adjusted | \$12,010 | \$12,482 | \$11,089 | \$11,239 | \$12,566 | | |
| Cocke Co. | | | | | | | |
| Actual | \$10,109 | \$11,252 | \$ 9,781 | \$12,902 | \$14,129 | -\$ 319 | -2.6% |
| Adjusted | \$12,272 | \$11,657 | \$ 9,409 | \$11,767 | \$11,953 | | |
| Sevier Co. | | | | | | | |
| Actual | \$ 9,738 | \$10,974 | \$11,603 | \$12,597 | \$15,422 | +\$1,225 | 10.4% |
| Adjusted | \$11,822 | \$11,369 | \$11,162 | \$11,488 | \$13,047 | | |
| State | | | | | | | |
| Actual | \$12,007 | \$14,115 | \$15,892 | \$16,949 | \$18,486 | +\$1,063 | 7.3% |
| Adjusted | \$14,576 | \$14,623 | \$15,288 | \$15,457 | \$15,639 | | |

Source: County Business Patterns, 1980-1990. U.S. Department of Commerce, Bureau of Census.

TABLE VI
POVERTY STATUS OF FAMILIES - 1979
SEVIER COUNTY, TENNESSEE

| Area | Total # of Families | Total # Families Below Poverty | % of Families Below Poverty |
|------------------------|---------------------|--------------------------------|-----------------------------|
| United States | 58,822,916 | 5,647,000 | 9.6 |
| Tennessee | 1,244,275 | 163,000 | 13.1 |
| Sevier County | 12,054 | 1,572 | 13.0 |
| Beech Springs Div. | 960 | 64 | 6.7 |
| Chilhowee Div. | 2,145 | 184 | 8.6 |
| Dunn Creek Div. | 996 | 187 | 18.8 |
| Pittman Center | 161 | 28 | 17.4 |
| Gatlinburg Div. | 1,279 | 118 | 9.2 |
| Gatlinburg City | 938 | 61 | 6.5 |
| Knob Creek Div. | 1,021 | 205 | 20.1 |
| Sevierville Div. | 4,501 | 608 | 13.5 |
| Pigeon Forge | 544 | 47 | 8.6 |
| Sevierville City | 1,327 | 183 | 13.8 |
| Wears Valley Div. | 1,152 | 206 | 17.9 |

Source: U.S. Census, 1980

TABLE VII
EDUCATIONAL LEVEL, 25 YEARS OF AGE AND OLDER – 1980
SEVIER COUNTY, TENNESSEE

| Area | 0-11 Years | High School 4 years | College 1-3 Years | College 4 Years Or More | Total |
|------------------------|----------------------------|----------------------------|----------------------------|----------------------------|--------------|
| Sevier County | 12,336 49.1% | 7,848 31.2% | 2,619 10.4% | 2,327 9.3% | 25,130 |
| Beech Springs Div. | 964 51.9% | 683 36.8% | 145 7.8% | 63 3.4% | 1,855 |
| Chilhowee Div. | 1,421 32.5% | 1,667 38.1% | 652 14.9% | 634 14.5% | 4,374 |
| Dunn Creek Div. | 1,139 57.6% | 518 26.2% | 173 8.7% | 149 7.5% | 1,979 |
| Pittman Center Town | 129 37.2% | 100 28.8% | 40 11.5% | 78 22.5% | 347 |
| Gatlinburg Div. | 1,180 40.9% | 937 32.5% | 390 13.5% | 378 13.1% | 2,885 |
| Gatlinburg City | 807 36.8% | 765 34.9% | 285 13.0% | 335 15.3% | 2,192 |
| Knob Creek Div. | 1,285 59.7% | 624 28.9% | 171 7.9% | 76 3.5% | 2,156 |
| Sevierville Div. | 5,003 52.7% | 2,777 29.2% | 898 9.5% | 818 8.6% | 9,496 |
| Pigeon Forge City | 506 44.2% | 381 33.2% | 130 11.3% | 129 11.3% | 1,146 |
| Sevierville City | 1,423 51.0% | 708 25.4% | 308 11.1% | 348 12.5% | 2,787 |
| Wears Valley Div. | 1,344 56.4% | 642 26.9% | 190 8.0% | 209 8.8% | 2,385 |

Source: U.S. Census, 1980

TABLE VIII
POVERTY STATUS OF FEMALE HEADED FAMILIES - 1979
SEVIER COUNTY, TENNESSEE

| Area | Above Poverty | % of Families | Below Poverty | % of Families | Total |
|------------------------|---------------|---------------|---------------|---------------|-----------|
| Sevier County | 727 | 69.6 | 317 | 30.4 | 1,044 |
| Beech Springs Div. | 51 | 82.3 | 11 | 17.8 | 62 |
| Chilhowee Div. | 75 | 65.2 | 40 | 34.8 | 115 |
| Dunn Creek Div. | 37 | 68.5 | 17 | 31.5 | 54 |
| Pittman Ctr. Town | 9 | 75.0 | 3 | 25.0 | 12 |
| Gatlinburg Div. | 100 | 87.0 | 15 | 13.0 | 115 |
| Gatlinburg City | 75 | 90.4 | 8 | 9.6 | 83 |
| Knob Creek Div. | 28 | 38.9 | 44 | 61.1 | 72 |
| Sevierville Div. | 363 | 74.7 | 123 | 25.3 | 486 |
| Pigeon Forge City | 49 | 79.0 | 13 | 21.0 | 62 |
| Sevierville City | 138 | 74.6 | 47 | 25.4 | 185 |
| Wears Valley Div. | 73 | 52.1 | 67 | 47.9 | 140 |

Source: U.S. Census, 1980

TABLE IX
PROPORTION OF OWNER/RENTER
OCCUPIED HOUSING UNITS -1980
SEVIER COUNTY, TENNESSEE

| Area | Own | Rent | Total |
|------------------------|----------------------------|----------------------------|--------------|
| Sevier County | 11,478 77.9% | 3,263 22.1% | 14,741 |
| Beech Springs Division | 987 84.8% | 177 15.2% | 1,164 |
| Chilhowee Division | 2,065 85.8% | 341 14.2% | 2,406 |
| Dunn Creek Division | 927 79.0% | 247 21.0% | 1,174 |
| Pittman Center | 137 68.5% | 63 31.5% | 200 |
| Gatlinburg Division | 1,199 67.7% | 573 32.3% | 1,772 |
| Gatlinburg City | 850 64.2% | 475 35.8% | 1,325 |
| Knob Creek Division | 1,000 82.2% | 216 17.8% | 1,216 |
| Sevierville Division | 4,185 74.3% | 1,451 25.7% | 5,636 |
| Pigeon Forge City | 500 70.5% | 209 29.5% | 709 |
| Sevierville City | 1,079 62.2% | 655 37.8% | 1,734 |
| Wears Valley Division | 1,115 81.2% | 258 18.8% | 1,373 |

Source: U.S. Census, 1980

TABLE X
PAST POPULATION GROWTH 1940-1990
TENNESSEE, REGION, SEVEER COUNTY

| Area | 1990 | 1980 | 1970 | 1960 | 1950 | 1940 | %Change 1970-1980 | %Change 1980-1990 | % Change 1970-1990 |
|------------------------|--------------|--------------|--------------|--------------|--------------|-----------|----------------------|----------------------|-----------------------|
| Tennessee | 4,877,185 | 4,591,120 | 3,923,780 | 3,567,089 | 3,291,718 | 2,915,841 | 17.0 | 6.2 | 24.3 |
| East TN Region | 890,334 | 845,121 | 700,985 | 654,236 | 620,476 | 512,984 | 20.6 | 5.3 | 27.0 |
| Sevier County | 51,043 | 41,418 | 28,241 | 24,251 | 23,375 | 23,291 | 46.7 | 23.2 | 80.7 |
| Beech Springs | -- | 3,332 | 2,287 | 2,007 | -- | -- | 45.7 | -- | -- |
| Chilhowee | -- | 7,187 | 3,316 | 2,468 | -- | -- | 116.7 | -- | -- |
| Dunn Creek | -- | 3,352 | 2,444 | -- | -- | -- | 37.2 | -- | -- |
| Pittman Center | 478 | 488 | -- | -- | -- | -- | -- | -2.1 | -- |
| Gatlinburg | -- | 4,455 | 3,646 | 3,012 | -- | -- | 22.2 | -- | -- |
| Gatlinburg City | 3,417 | 3,210 | 2,329 | 1,764 | 1,301 | -- | 37.8 | 6.4 | 46.7 |
| Knob Creek | -- | 3,477 | 2,999 | -- | -- | -- | 15.9 | -- | -- |
| Sevierville Div. | -- | 15,669 | 10,828 | -- | -- | -- | 44.7 | -- | -- |
| Pigeon Forge | 3,027 | 1,822 | 1,361 | -- | -- | -- | 33.9 | 66.1 | 122.4 |
| Sevierville | 7,178 | 4,556 | 2,661 | 2,890 | 1,620 | 1,161 | 71.2 | 57.6 | 169.7 |
| Wears Valley | -- | 3,946 | 2,721 | -- | -- | -- | 45.2 | -- | -- |

Source: U.S. Census, 1940, 1950, 1960, 1970, 1980
Tennessee 1990 Population Totals. Bureau of the Census Department of Commerce.

TABLE XI
1980 POPULATION, LOW POPULATION PROJECTIONS FOR 1990, 2000
SEVIER COUNTY, TENNESSEE

| 1980 Population | | | | 1990 Population Projection | | | | 2000 Population Projection | | | |
|-----------------|---------|-------|-------|----------------------------|---------|-------|-------|----------------------------|---------|-------|-------|
| Age | Females | Males | Total | Age | Females | Males | Total | Age | Females | Males | Total |
| 0 to 4 | 1403 | 1407 | 2810 | 0 to 4 | 1771 | 1811 | 3582 | 0 to 4 | 2138 | 2186 | 4324 |
| 5 to 9 | 1552 | 1622 | 3174 | 5 to 9 | 1780 | 1859 | 3639 | 5 to 9 | 2250 | 2351 | 4601 |
| 10 to 14 | 1626 | 1732 | 3358 | 10 to 14 | 1676 | 1654 | 3330 | 10 to 14 | 2115 | 2128 | 4243 |
| 15 to 19 | 1783 | 1840 | 3623 | 15 to 19 | 1732 | 1803 | 3535 | 15 to 19 | 1986 | 2067 | 4053 |
| 20 to 24 | 1685 | 1633 | 3318 | 20 to 24 | 1799 | 1791 | 3590 | 20 to 24 | 1854 | 1710 | 3564 |
| 25 to 29 | 1803 | 1704 | 3507 | 25 to 29 | 2146 | 2105 | 4251 | 25 to 29 | 2054 | 2063 | 4147 |
| 30 to 34 | 1633 | 1593 | 3226 | 30 to 34 | 2106 | 2259 | 4365 | 30 to 34 | 2248 | 2478 | 4726 |
| 35 to 39 | 1396 | 1417 | 2813 | 35 to 39 | 2047 | 1899 | 3946 | 35 to 39 | 2436 | 2345 | 4781 |
| 40 to 44 | 1296 | 1297 | 2593 | 40 to 44 | 1889 | 1838 | 3727 | 40 to 44 | 2436 | 2607 | 5043 |
| 45 to 49 | 1206 | 1123 | 2329 | 45 to 49 | 1538 | 1578 | 3116 | 45 to 49 | 2255 | 2115 | 4370 |
| 50 to 54 | 1160 | 1042 | 2202 | 50 to 54 | 1545 | 1380 | 2925 | 50 to 54 | 2252 | 1956 | 4208 |
| 55 to 59 | 1081 | 957 | 2038 | 55 to 59 | 1373 | 1164 | 2537 | 55 to 59 | 1751 | 1635 | 3386 |
| 60 to 64 | 1000 | 879 | 1879 | 60 to 64 | 1273 | 1028 | 2301 | 60 to 64 | 1696 | 1361 | 3057 |
| 65 to 69 | 863 | 739 | 1602 | 65 to 69 | 1102 | 830 | 1932 | 65 to 69 | 1400 | 1009 | 2409 |
| 70 to 74 | 699 | 578 | 1277 | 70 to 74 | 967 | 699 | 1666 | 70 to 74 | 1231 | 817 | 2048 |
| 75 to 79 | 501 | 390 | 891 | 75 to 79 | 730 | 514 | 1244 | 75 to 79 | 932 | 577 | 1509 |
| 80 to 84 | 265 | 164 | 429 | 80 to 84 | 479 | 276 | 755 | 80 to 84 | 662 | 333 | 995 |
| 85 and Over | 234 | 115 | 349 | 85 and Over | 493 | 263 | 756 | 85 and Over | 839 | 413 | 1252 |
| Total | 21186 | 20232 | 41418 | Total | 26446 | 24751 | 51197 | Total | 32565 | 30151 | 62716 |

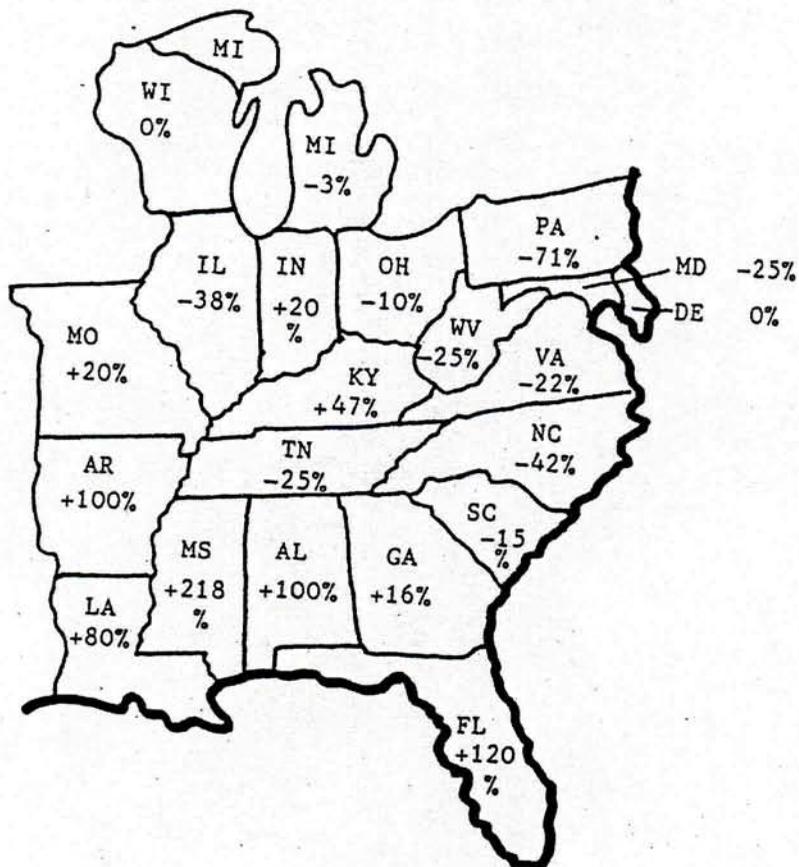
Source: Population Projections for Tennessee Counties By Age and Sex, 1990 and 2000. The University of Tennessee, Department of Sociology. May, 1983.

TABLE XII
POPULATION PROJECTION, 1990 - 2000
SEVIER COUNTY, TENNESSEE

| | 1980 | | | 1990 | | | 2000 | | |
|-------------------|--------------|--------|------|--------------|--------------|--------------|--------------|--------------|--------------|
| | Low | Medium | High | Low | Medium | High | Low | Medium | High |
| Sevier County | 41,418 | | | 51,197 | 57,745 | 64,301 | 62,716 | 78,615 | 96,377 |
| Change in Pop. | -- | | | 9,779 | 16,327 | 22,883 | 11,519 | 20,870 | 32,076 |
| Beech Springs | 3,332 | | | 4,114 | 4,638 | 5,163 | 5,035 | 6,308 | 7,729 |
| Chilhowee | 7,187 | | | 8,888 | 10,028 | 11,169 | 10,892 | 13,659 | 16,750 |
| Dunn Creek | 3,352 | | | 4,144 | 4,674 | 5,205 | 5,077 | 6,374 | 7,803 |
| Pittman Center | 488 | | | 605 | 684 | 763 | 743 | 934 | 1,148 |
| Gatlinburg Div. | 4,455 | | | 5,511 | 6,218 | 6,926 | 6,755 | 8,472 | 10,390 |
| Gatlinburg | 3,210 | | | 3,962 | 4,467 | 4,972 | 4,849 | 4,817 | 7,442 |
| Knob Creek | 3,477 | | | 4,298 | 4,848 | 5,399 | 5,265 | 6,601 | 8,093 |
| Sevierville | 15,669 | | | 19,365 | 21,840 | 24,319 | 23,719 | 29,729 | 36,443 |
| Pigeon Forge | 1,822 | | | 2,252 | 2,540 | 2,829 | 2,759 | 3,458 | 4,240 |
| Sevierville | 4,556 | | | 5,631 | 6,352 | 7,073 | 6,898 | 8,647 | 10,601 |
| Wears Valley | 3,946 | | | 4,875 | 5,497 | 6,120 | 5,969 | 7,479 | 9,167 |

Source: Bureau of Economic Analysis
Local Planning Assistance, Department of Economic and Community Development

ILLUSTRATION 4
THIRTY-YEAR VISITOR TRENDS IN STATE OF ORIGIN BY
PERCENT CHANGE IN TOTAL MARKET SHARE, 1956-1985
GREAT SMOKY MOUNTAINS NATIONAL PARK



Source: Visitor Use Patterns at Great Smoky Mountains National Park. National Park Service Research/Resources Management Report SER-90, August 1988.

TABLE XIII
SEASONAL VISITATION COMPARISON -1986
GREAT SMOKY MOUNTAINS NATIONAL PARK AND GATLINBURG, TENNESSEE

| | 1986 National Park Visitation | 1986 Gatlinburg Visitation |
|--------------------|----------------------------------|-------------------------------|
| January - March | 8.8% | 10% |
| April - June | 28.0% | 24% |
| July - September | 41.5% | 43% |
| October - December | 21.7% | 23% |

Source: 1986 Gatlinburg Survey, U.S. Travel Data Center.
East Tennessee Development District Economic Statistics, Spring 1987.

TABLE XIV
SEASONAL VISITATION - 1978, 1986, 1989
GREAT SMOKY MOUNTAINS NATIONAL PARK

| Season | Percent of Annual Visits 1978 | Percent of Annual Visits 1986 | Percent of Annual Visits 1989 |
|---------------------------|----------------------------------|----------------------------------|----------------------------------|
| June - August | 47.8% | 45.2% | 45.2% |
| April - May, Sept. - Oct. | 37.9% | 37.4% | 38.5% |
| November - March | 14.3% | 17.4% | 16.3% |

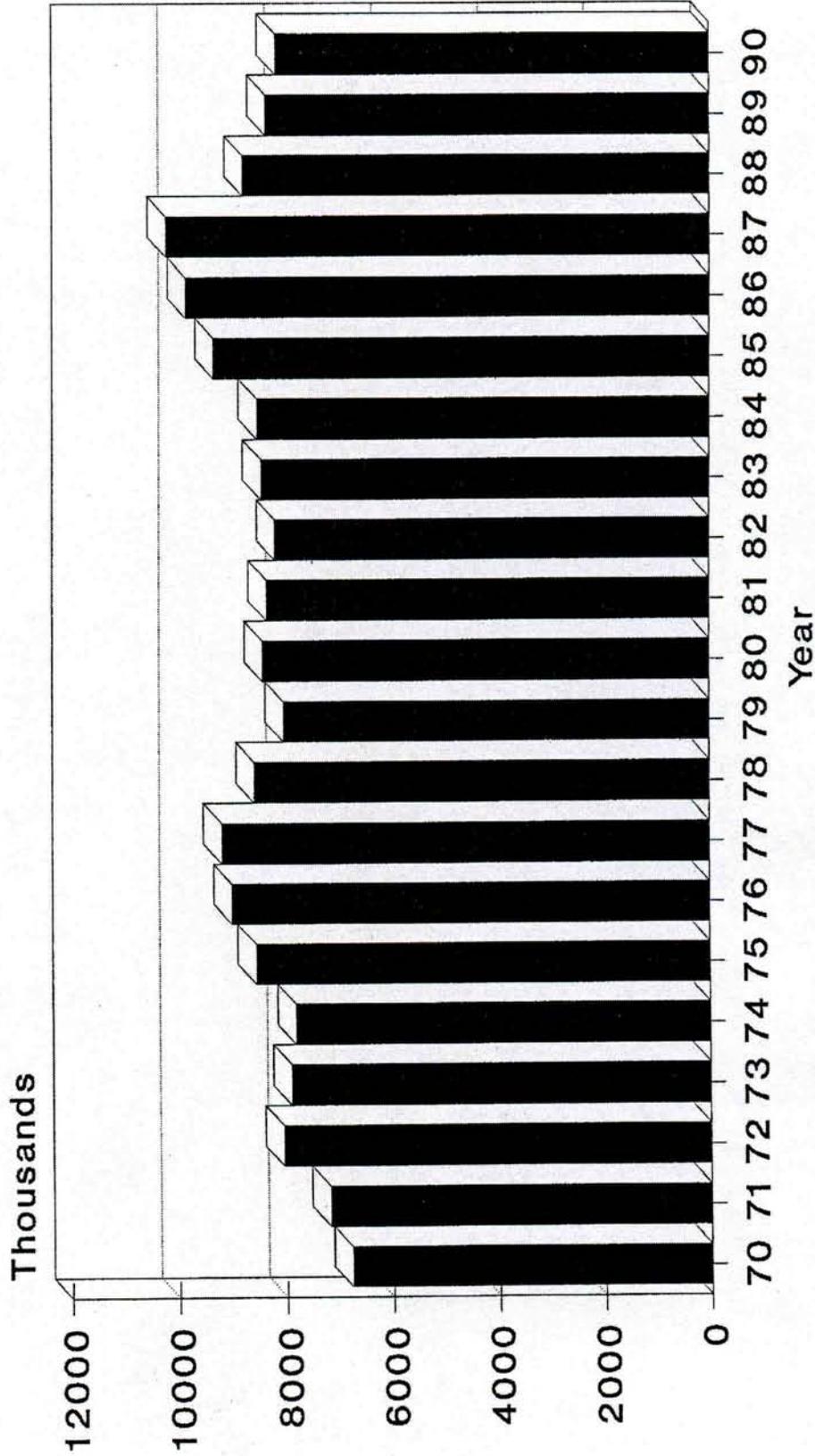
Source: East Tennessee Development District Economic Statistics, Summer 1990 and Spring 1987.
1980 Gatlinburg Land Use Plan, p. 17.

TABLE XV
TOTAL VISITOR COUNTS, 1981-1990
GREAT SMOKY MOUNTAINS NATIONAL PARK AND GATLINBURG ENTRANCE

| | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 | 1990 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|
| Total Park Visitors | 8,330,900 | 8,177,900 | 8,435,500 | 8,508,300 | 9,319,300 | 9,836,000 | 10,210,000 | 8,771,000 | 8,338,000 | 8,152,000 |
| Park Visitors Through Gatlinburg Entrance | 3,597,655 | 3,557,715 | 3,575,030 | 3,392,335 | 3,983,067 | 4,336,973 | 4,353,449 | 3,689,431 | 3,533,466 | 3,278,542 |
| Percent of Park Visits Entering Through Gatlinburg Entrance | 43.2% | 43.5% | 42.4% | 39.9% | 42.7% | 44.1% | 42.6% | 42.1% | 42.4% | 40.2% |

NOTE: In 1987, the NFS changed the multiplier in the formula used to calculate the number of visits.
Source: Nancy Gray, Executive secretary to Bob Miller, GSMNF, 436-1207.

ILLUSTRATION 5
Number of Visits, 1970 - 1990
Great Smoky Mountains National Park



Source: 1980 Gatlinburg Land Use Plan. Tennessee Local Office and the Great Smoky Mountains National Park. Note: Park Visits multiplier formula was changed in 1987 by the NPS.

TABLE XVI
NUMBER OF VISITS, 1970 -1990
GREAT SMOKY MOUNTAINS NATIONAL PARK

| Year | Number of Visits | Percent Change In Total Visits From Previous Year |
|------|------------------|--|
| 1970 | 6,778,500 | -- |
| 1971 | 7,179,000 | 5.9 |
| 1972 | 8,040,000 | 12.0 |
| 1973 | 7,892,100 | -1.8 |
| 1974 | 7,807,782 | -1.1 |
| 1975 | 8,541,500 | 9.4 |
| 1976 | 8,991,592 | 5.3 |
| 1977 | 9,173,618 | 2.0 |
| 1978 | 8,569,594 | -6.6 |
| 1979 | 8,019,788 | -6.4 |
| 1980 | 8,441,000 | 5.3 |
| 1981 | 8,330,900 | -1.3 |
| 1982 | 8,177,900 | -1.8 |
| 1983 | 8,435,500 | 3.1 |
| 1984 | 8,508,300 | .9 |
| 1985 | 9,319,300 | 9.5 |
| 1986 | 9,836,000 | 5.5 |
| 1987 | 10,210,000 | 3.8 |
| 1988 | 8,771,000 | -14.1 |
| 1989 | 8,338,000 | -4.9 |
| 1990 | 8,152,000 | -2.2 |

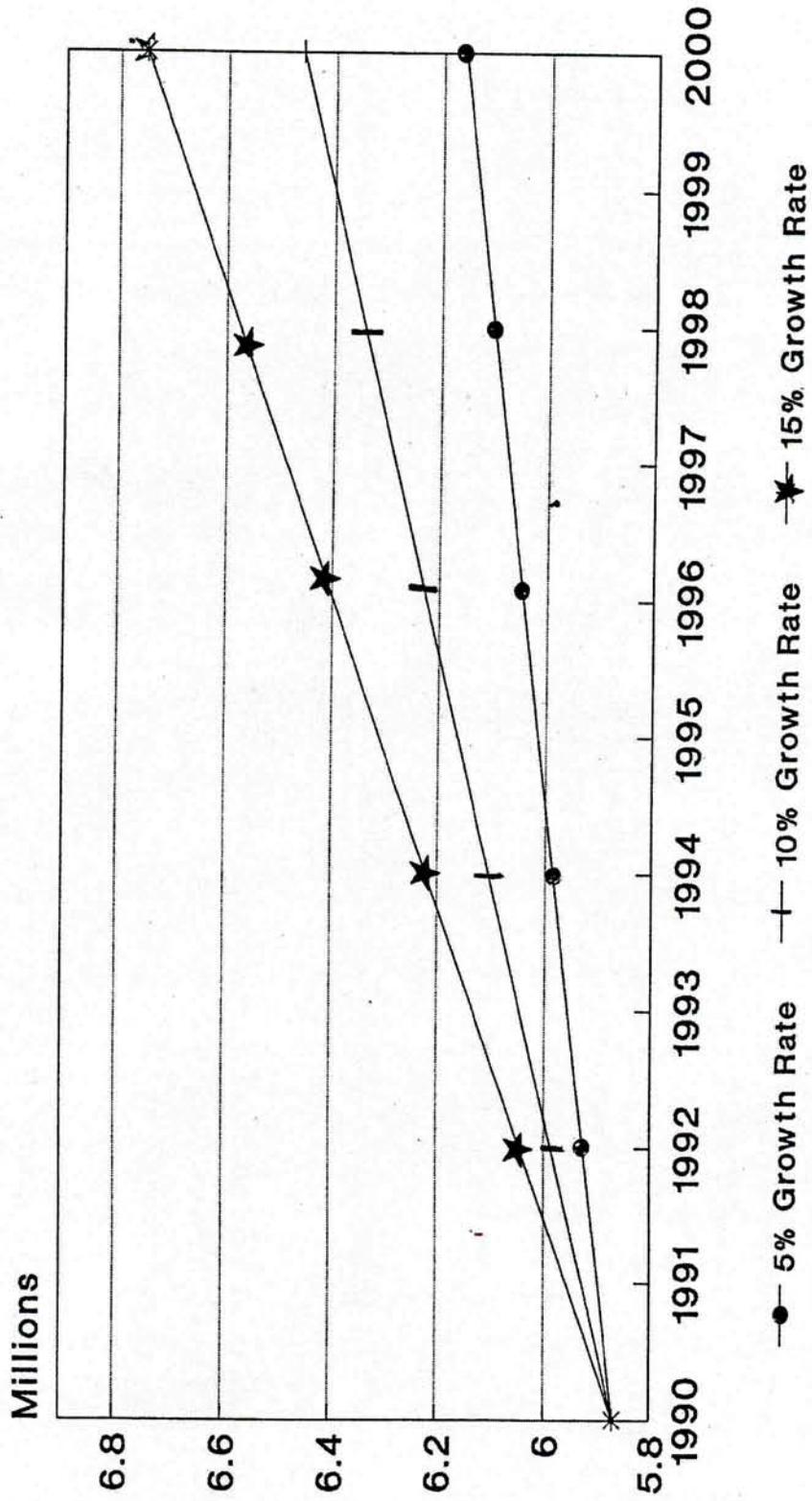
NOTE: In 1987, the NFS changed the multiplier in the formula used to calculate the number of visits.

Source: 1980 Gatlinburg Land Use Plan. Local Planning Assistance Office, State of Tennessee.
 Nancy Gray, Executive Secretary to Bob Miller, GSMNP.

ILLUSTRATION 6

Projected Annual Visitor Counts - 2000

Gatlinburg, Tennessee



Source: Tennessee Local Planning Office

**TABLE XVII
 PROJECTED VISITOR COUNTS - 2000
 GREAT SMOKY MOUNTAINS NATIONAL PARK
 AND THE CITY OF GATLINBURG**

| | 5% Growth | 10% Growth | 15% Growth |
|--|-----------|------------|------------|
| # of Visits to the Great Smoky Mt. National Park | 8,560,000 | 8,970,000 | 9,370,000 |
| # of Visits to the City of Gatlinburg (72% of Park Visitors) | 6,160,000 | 6,460,000 | 6,750,000 |
| # of Visits to the City of Gatlinburg on peak days in July | 52,980 | 55,560 | 58,050 |

Source: Local Planning Assistance Office

CHAPTER III

ECONOMY SUMMARY

Before the creation of the Great Smoky Mountains National Park, Sevier County's economy was based primarily on forestry and agriculture. Today less than one hundred Sevier Countians are employed in these two professions. The majority of county residents are now employed in tourist related activities or manufacturing. The purpose of this chapter is to give an overview of Sevier County's and Gatlinburg's employment patterns and trends.

Sevier County Employment Patterns

In 1981 there were 1,139 places of employment in Sevier County and 830 of these were either retail or service establishments. These 830 activities made up 73 percent of the total establishments, but only employed 55 percent of the county's total work force. The total number of establishments in 1989 increased to 1,701, of which 1,191, or 70 percent, were either retail or service establishments. At the same time, these places provided employment for 12,475 persons, or 64 percent of the total employed. These figures indicate that employment in the retail and service sectors of the economy grew at a faster rate than employment in the rest of the economy in the 1980's (See Table XVIII).

Between 1981 and 1989, the total number of people employed in retail, the total number of retail establishments, and the total retail sales more than doubled in Sevier County. Much of this growth can be attributed to the tourism industry, and this can be illustrated by comparing 1981 and 1989 state and county average retail sales per household. In 1981, average retail sales per household in Sevier County was \$11,845 and in the state it was \$11,055. In 1989, Sevier County's retail sales per household had increased to \$19,944 and the state's had only increased to \$16,427. At the same time, Sevier County's per capita income and average effective buying income were less than the state's. The effective buying income (EBI) is after tax income or net income (See Tables XVIII, XIX, and XX).

In comparing 1981 and 1989 average retail sales per household, it can be seen that Sevier County sells fewer higher order of goods than average. For example, in both years Sevier County's automotive sales per household were less than half that of the state's average, and general merchandise sales were also much lower in the county. General merchandise sales were proportionately higher in 1989 than in 1981, and this implies that this sector of Sevier County's economy is growing.

Average retail sales per household in 1981 and 1989 for such goods as food, drug store items, furniture, home furnishings, and appliances were slightly higher in the county than the state. Many of these items are standard purchases for a resident, but may also be standard purchases for a tourist as well.

The average sales per household for eating and drinking places in Sevier County in 1981 was \$2,671 and in the state it was \$828. In 1989 it had increased to \$4,739 in Sevier County and to \$1,448 per household in the state. During this same time period, the number of people employed

at eating and drinking places in Sevier County had increased from 1,645 to 3,196 and the total number of establishments had increased from 121 to 137. Restaurants are not dependent upon tourists to succeed, but generally speaking restaurants are a tourists only option for a prepared meal. These figures, therefore, indicate the increased and continuing importance of tourism in Sevier County.

Behind retail and services, manufacturing was the third single largest employer in the county, making up more than 5 percent of total employment. In comparing the annual average employment in manufacturing from 1981 to 1989, it shows that the total number of employers went down during that time period, but that the total number of employees almost doubled. It is likely that several of the larger employers in the county are now manufacturing firms.

The fourth largest employer in the county in 1989 was contract construction, and close to 5 percent of the county's employees worked in construction. Much of the new construction in the county occurred as a result of the expansions within the retail and service sectors. Contract construction is dependent upon growth in housing and other sectors of the economy.

Total employment and the total number of employers increased in Sevier County during the 1980's. Total employment increased by 67.7 percent from 11,630 in 1981 to 19,500 in 1989. The total number of employers increased by 49.3 percent from 1,139 in 1981 to 1,701 in 1989. During this time, the number of smaller employers had increased the most. Between 1980 and 1988, the number of establishments employing less than ten people increased from 849 to 1366, a 61 percent increase; the number of establishments employing between ten and forty-nine people increased from 150 to 275, an 83.3 percent increase; and the number of establishment employing more than fifty people increased from twenty-one to fifty-seven, a 171.4 percent increase (See Table XXI). This employer growth pattern shows that the largest employers may be the most visible in the county, but the smaller employers also employ a large number of people and provide greater stability to county-wide employment by providing more diversity.

Sevier County Employment Trends

Tourism is often seen as the panacea to economic problems in depressed areas. This is often the case because local leaders and residents see tourism as bringing money and jobs to the area without requiring the extensive infrastructure expenditures that go hand in hand with industrial types of development. Tourism development, however, is not without its share of problems. Tourism related jobs are often low paying and seasonal and tourism development does require extensive infrastructure expansions. In 1990, Sevier County had a population of approximately 51,000 people, but it had to provide services such as water, sewer, roads, police and fire protection, and medical facilities to more than 150,000 residents and visitors.

Many tourist oriented jobs are in the retail and service sectors of the economy. As pointed out earlier, between 1981 and 1989, these sectors of Sevier County's economy grew faster than any other sector. These types of jobs include such positions as store clerks, restaurant waitresses, and hotel maids and the pay is low with little room for advancement. These lower salaries are reflected in Sevier County's lower per capita income of \$11,839 in 1988 compared to the state's per capita income of \$13,867 that same year.

In comparing both 1986 and 1989 quarterly average unemployment rates, the seasonality of Sevier County's employment base becomes apparent. In 1986, the average unemployment rate for January, February, and March was 25.0 percent and in 1989 it was 15.3 percent. In 1986, the average unemployment rate for July, August, and September was 7.4 percent and in 1989 it was 4.7 percent. These figures show the employment fluctuations between the seasons, but they are slightly misleading. In both years the total labor force during the fall and winter months increased, thus making the unemployment rate appear much higher than the total number employed figure would indicate. The actual fluctuation in total employment between the peak season and the slow season between the two years was approximately 1,000 people in 1986 and 1,400 people in 1989. This seasonal fluctuation of employment is still very significant, but much less than the unemployment rate would imply (See Table XXII).

The seasonality of the tourist economy is not only seen in unemployment rates, but also in quarterly sales receipts from lodging and quarterly sales tax receipts. In comparing the 1986 and 1989 quarterly receipts, it becomes apparent that the same seasonality reflected in employment is reflected in sales receipts. Illustration 7 shows that the months January, February, and March are the slowest, while the months July, August, and September are the busiest. It should also be pointed out that total employment was higher in 1989 and so were quarterly sales receipts from lodging and quarterly sales tax receipts (See Appendix G).

It is expected that throughout the 1990's Sevier County will continue to expand in the retail and service sectors of the economy and that tourism will continue to grow. With the increased marketing of the area as a winter retreat, it is also possible that the 1990's will see the traditional winter slump in the economy become less significant. In addition to the continued growth in tourism, the county will see new manufacturing move to the area. This should be encouraged because a diversified local economy is much healthier and can better protect itself from national recessions and economic slowdowns.

Gatlinburg Employment Patterns and Trends

Gatlinburg's economy, even more so than the rest of Sevier County, is dependent upon tourism. Although the 1980 census information is not comparable to information gathered from such sources as County Business Patterns and Tennessee Covered Employment By Wages By Industry Statewide and By County, it does show the dominance of certain employment sectors within the city. According to the 1980 census, there were 16,915 total employees in Sevier County and 1,414 of these were in Gatlinburg. Of the Gatlinburg employees, 41.7 percent were employed in trade and finance and 21.8 percent were employed in entertainment and recreation services. In comparison, only 37.8 percent of total county employees were employed in trade, finance, entertainment, or recreation services (See Table XXIII).

Business expansions during the 1980's in Gatlinburg shows the continued dominance of tourism in the city. Between 1981 and 1989, the total number of businesses in the city increased from 557 to 986, a 77 percent increase. The number of individual shops increased from 324 to 509, a 57.1 percent increase; the number of restaurants increased from eighty-one to ninety-nine, a 22.2 percent increase; and the number of grocery, drug, hardware, convenient, and other similar stores increased from ninety-nine to 153, a 54.5 percent increase. A count of hotel/motel units shows an

increase from 5,633 units in 1982 to 6,257 units in 1989, and a count of chalets and condos shows an increase from 966 in 1984 to 1,522 in 1989. Of the total chalets and condos, 826 applied for tourist residency permits so that the units could be rented out (See Table XXIV).

In comparing the county-wide data to the Gatlinburg business data, it shows that in 1989 Gatlinburg had approximately 70 percent of the county's restaurants and 56 percent of the county's hotel/motels. In 1989 there were 137 restaurants in the county and 99 of these were in Gatlinburg. There were also 189 hotel/motels in the county and 105 of these were in Gatlinburg (See Tables XVIII and XXIV).

According to a Gatlinburg Chamber of Commerce study on rental units in Gatlinburg in 1988, of the 107 hotel/motels that were in operation, sixty-five of them had less than fifty rooms and forty-two of them had more than fifty rooms. Of the total 7,582 rental units which included hotel/motel rooms, rental chalets, and condominiums, only 6,670 of them operated year round. The remainder were closed from November 1 to March 31. The occupancy rates from April 1 to October 30 averaged 67 percent and occupancy rates from November 1 to March 31 averaged only 35 percent. The average length of stay in Gatlinburg was 2.29 nights, which gave a total rental estimate of 1,436,872 nights in Gatlinburg in 1988 (See Appendix H).

As in the county, Gatlinburg's economic activity is very seasonal because of tourism. This becomes apparent when reviewing the city's gross tax and the hotel/motel tax collections. These tax collections fluctuate seasonally and indicate that July and October are the city's peak sales months, and that January and February are the city's lowest sales months (See Illustration 8). It is also likely that employment fluctuations in the city are similar to those in the county and that they are directly related to total monthly sales. It is expected that employment is higher during the summer months and lower during the winter months.

Like the rest of Sevier County, it is expected that Gatlinburg will continue to expand in the retail and service sectors of the economy during the 1990's. It is also expected that with the increased marketing of the area as a winter retreat, the traditional winter slump in the economy will become less significant. It is not expected, however, that Gatlinburg will keep pace with the county's growth. Gatlinburg is already densely developed and no open and relatively inexpensive land is available for future development. Currently, the majority of the available land for development in the city is on the ridges and development of this land is very expensive. It is also unlikely that Gatlinburg will diversify its economy during the 1990's as is expected in the county.

Economy Summary

In summary, Gatlinburg and Sevier County's economy is dominated by tourism and it is expected to continue as such during the 1990's. In both the city and the county, employment is dominated by retail and services and it fluctuates seasonally with the tourism industry. The tourism industry is not a single employer, but rather is comprised of food services, lodging, transportation, crafts, attractions, and recreation.

Major findings in the study of the economy include the following:

1. The labor force in Sevier County has increased by more than 67 percent during the 1980's.
2. There is seasonal fluctuation in employment in Sevier County.
3. Employment in retail trade and services during the 1980's almost doubled in Sevier County.
4. Employment forecasts for Sevier County indicate that retail trade, services, and manufacturing will be the leading employment activities of the 1990's.
5. A significant portion of retail sales in Sevier County are to non-residents.
6. A majority of the retail business in Sevier County and Gatlinburg occurs during the summer and fall.
7. Tourism sales have grown steadily in Sevier County.

TABLE XVIII
EMPLOYMENT BY INDUSTRY, 1981 AND 1989
SEVIER COUNTY, TENNESSEE

| | 1981 | | 1989 | |
|-----------------------------------|------------------------|---------------------------|------------------------|---------------------------|
| | No. of Reporting Units | Annual Average Employment | No. of Reporting Units | Annual Average Employment |
| Tennessee Total | 86,773 | 1,641,026 | 107,851 | 2,057,500 |
| Sevier County Total | 1,139 | 11,630 | 1,701 | 19,500 |
| Agriculture, Forestry & Fishing | 12 | 39 | 24 | 59 |
| Contract Construction | 111 | 547 | 178 | 924 |
| Manufacturing | 48 | 529 | 35 | 1,041 |
| Transportation & Utilities | 12 | 27 | 20 | 165 |
| Wholesale Trade | 20 | 183 | 35 | 179 |
| Retail Trade | 468 | 3,241 | 676 | 6,789 |
| Apparel & Accessory Stores | 53 | 162 | 96 | 650 |
| Eating & Drinking Places | 121 | 1,645 | 137 | 3,196 |
| Miscellaneous (including tourist) | 156 | 626 | 258 | 1,281 |
| Finance, Insurance, Real Estate | 54 | 383 | 99 | 822 |
| Services | 362 | 3,342 | 515 | 5,686 |
| Hotels & Other Lodging Places | 157 | 2,202 | 189 | 2,990 |
| Amusement & Recreation | 53 | 606 | 52 | 1,206 |
| State & Local Gov't | 16 | 1,549 | -- | -- |
| All Others | 36 | 1,790 | 119 | 3,835 |

Source: Tennessee Covered Employment by Wages by Industry Statewide and by County 1981 and 1989. Research and Statistics Division, Tennessee Department of Employment Security.

TABLE XIX
TOTAL RETAIL SALES, 1981 AND 1989
TENNESSEE AND SEVIER COUNTY

| | 1981 | | 1989 | |
|------------------------------------|---------------|------------------|---------------|------------------|
| | Sevier County | Tennessee | Sevier County | Tennessee |
| Total Retail Sales | \$187,154,000 | \$18,728,542,000 | \$390,903,000 | \$30,908,979,000 |
| Food | 42,204,000 | 4,539,998,000 | 66,975,000 | 5,645,377,000 |
| Eating & Drinking Places | 40,736,000 | 1,402,306,000 | 92,890,000 | 2,723,543,000 |
| General Merchandise | 12,020,000 | 2,651,377,000 | 28,303,000 | 3,999,162,000 |
| Furniture/ Furnishings/ Appliances | 8,416,000 | 838,421,000 | 16,685,000 | 1,539,682,000 |
| Automotive | 13,367,000 | 3,200,592,000 | 39,152,000 | 8,174,611,000 |
| Drug | 6,168,000 | 596,608,000 | 12,625,000 | 1,179,909,000 |
| Other | \$64,243,000 | \$5,499,240 | \$134,273,000 | \$7,646,695 |

Source: Survey of Buying Power July 26, 1982. State of Tennessee, Sales and Marketing Management.
Survey of Buying Power 1990. State of Tennessee, Sales and Marketing Management.

TABLE XX
AVERAGE RETAIL SALES PER HOUSEHOLD AND EFFECTIVE
BUYING INCOME, 1981 AND 1989
TENNESSEE AND SEVIER COUNTY

| | 1981 | | 1989 | |
|---|---------------|-----------|---------------|-----------|
| | Sevier County | Tennessee | Sevier County | Tennessee |
| Average Retail Sales Per Household | \$11,845 | \$11,055 | \$19,944 | \$16,427 |
| Average Sales Per Household: | | | | |
| Food | \$ 2,671 | \$ 2,680 | \$ 3,417 | \$ 3,000 |
| Eating and Drinking Places | \$ 2,578 | \$ 828 | \$ 4,739 | \$ 1,448 |
| General Merchandise | \$ 761 | \$ 1,565 | \$ 1,444 | \$ 2,125 |
| Furniture /Furnishings / Appliances | \$ 533 | \$ 495 | \$ 851 | \$ 818 |
| Automotive | \$ 846 | \$ 1,889 | \$ 1,998 | \$ 4,344 |
| Drug | \$ 390 | \$ 352 | \$ 644 | \$ 627 |
| Median Household Effective Buying Income | \$17,515 | \$16,961 | \$19,127 | \$22,168 |
| Average Household Effective Buying Income | \$20,103 | \$20,152 | \$24,881 | \$29,759 |
| Total Number of Households | 15,800 | 1,694,200 | 19,600 | 1,881,600 |

Source: Local Planning Assistance Office.

Survey of Buying Power 1982 and 1990. State of Tennessee, Sales and Marketing Management.

TABLE XXI
EMPLOYMENT ESTABLISHMENTS, 1980-1988
SEVIER COUNTY, TENNESSEE

| | 1980 | 1982 | 1984 | 1986 | 1988 | Percent Change from 1980 to 1988 | Absolute Change from 1980 to 1988 |
|--------------------------------|-------|-------|-------|-------|-------|-------------------------------------|--------------------------------------|
| Total Number of Establishments | 1,020 | 1,138 | 1,388 | 1,533 | 1,698 | 66.5% | 678 |
| Establishments with: | | | | | | | |
| 1-4 Employees | 667 | 717 | 930 | 997 | 1,076 | 61.3% | 409 |
| 5-9 Employees | 182 | 178 | 223 | 262 | 290 | 59.3% | 108 |
| 10-19 Employees | 92 | 134 | 108 | 139 | 171 | 85.9% | 79 |
| 20-49 Employees | 58 | 79 | 83 | 91 | 104 | 79.3% | 46 |
| More than 50 Employees | 21 | 30 | 44 | 44 | 57 | 171.4% | 36 |

Source: County Business Patterns 1980, 1982, 1984, 1986, 1988. U.S. Department of Commerce, Bureau of Census, CBP-80-44, CBP-82-44, CBP-84-44, CBP-86-44, CPB-88-44.

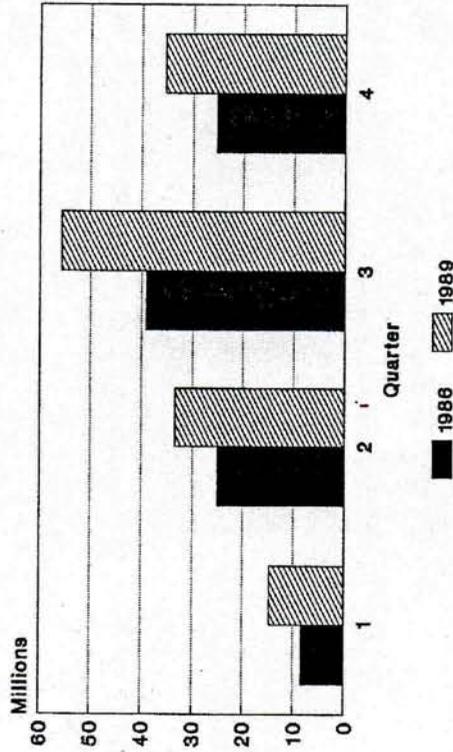
TABLE XXII
QUARTERLY LABOR FORCE DATA, 1986 AND 1989
SEVIER COUNTY, TENNESSEE

| | Total Labor Force | Total Number Employed | Total Number Unemployed | Sevier County Unemployment Rate | Tennessee Unemployment Rate | National Unemployment Rate |
|--------------------|-------------------|-----------------------|-------------------------|---------------------------------|-----------------------------|----------------------------|
| 1986 First Quarter | 24,797 | 18,600 | 6,197 | 25.0% | 9.1% | 7.5% |
| Second Quarter | 21,477 | 19,173 | 2,304 | 10.7% | 7.9% | 7.1% |
| Third Quarter | 20,893 | 19,350 | 1,543 | 7.4% | 7.9% | 6.8% |
| Fourth Quarter | 23,550 | 19,637 | 3,913 | 16.6% | 7.3% | 6.5% |
| 1989 First Quarter | 24,753 | 20,973 | 3,780 | 15.3% | 5.4% | 5.6% |
| Second Quarter | 23,343 | 21,833 | 1,510 | 6.5% | 5.5% | 5.2% |
| Third Quarter | 23,493 | 22,397 | 1,096 | 4.7% | 4.9% | 5.2% |
| Fourth Quarter | 24,703 | 22,047 | 2,656 | 10.8% | 4.7% | 5.1% |

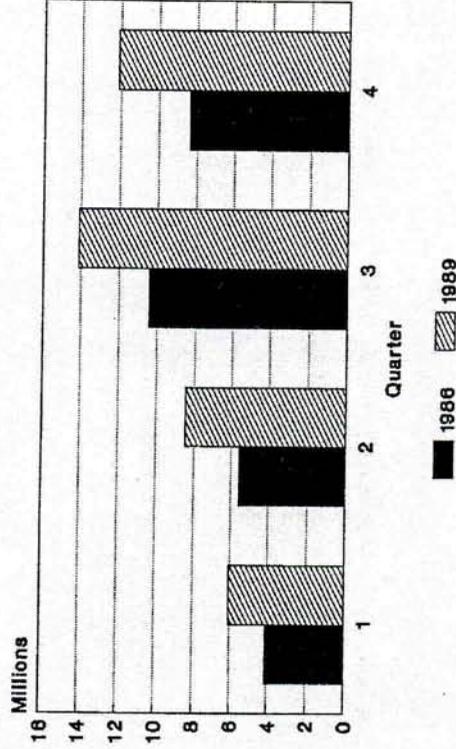
Source: Sevier County Economic Statistics. Spring 1987 and Summer 1990. East Tennessee Development District.

ILLUSTRATION 7

Quarterly Sales Receipts From Lodging
1986 and 1989
Sevier County, Tennessee



Quarterly Sales Tax Receipts
1986 and 1989
Sevier County, Tennessee



Source: Sevier County Economic Statistics, Spring 1987
and Summer 1990, East Tennessee Development District.

TABLE XXIII
EMPLOYMENT BY INDUSTRY, 1980
SEVIER COUNTY, TENNESSEE

| Area | Agriculture Forestry Fisheries Pining | Construction | Mfg. | Trade & Finance | Entertainment & Recreation Services | Professional Services | Public Admin. | Other | Total |
|---------------------|--|---------------|----------------|--------------------|---|--------------------------|---------------|---------------|--------|
| Sevier County | 548 3.2% | 1,520 9.0% | 4,132 24.4% | 4,841 28.6% | 1,557 9.2% | 2,071 12.2% | 816 4.8% | 1,430 8.5% | 16,915 |
| Beech Springs Div. | 94 6.6% | 133 9.3% | 444 31.1% | 335 23.4% | 38 2.7% | 177 12.4% | 70 4.9% | 138 9.7% | 1,429 |
| Chilhowee Div. | 80 2.7% | 176 5.9% | 715 23.9% | 769 25.7% | 84 2.8% | 563 18.8% | 137 4.6% | 473 15.8% | 2,997 |
| Dunn Creek Div. | 29 2.3% | 150 11.8% | 347 27.3% | 378 29.7% | 123 9.7% | 144 11.3% | 48 3.8% | 54 4.2% | 1,273 |
| Pittman Center Town | 6 2.8% | 9 4.1% | 19 8.7% | 72 33.0% | 21 9.6% | 50 22.9% | 20 9.2% | 21 9.6% | 218 |
| Gatlinburg Div. | 25 1.2% | 184 9.0% | 164 8.1% | 777 38.2% | 402 19.7% | 182 28.7% | 135 6.6% | 167 8.2% | 2,036 |
| Gatlinburg City | 6 .4% | 97 6.9% | 66 4.7% | 590 41.7% | 308 21.8% | 128 9.1% | 81 5.7% | 138 9.8% | 1,414 |
| Knob Creek Div. | 50 3.8% | 169 13.0% | 454 34.8% | 260 20.0% | 62 4.8% | 135 10.4% | 51 3.9% | 123 9.4% | 1,303 |
| Sevierville Div. | 215 3.4% | 548 8.6% | 1,665 26.0% | 1,804 28.1% | 692 10.8% | 762 11.9% | 347 5.4% | 376 5.9% | 6,409 |
| Pigeon Forge City | 14 1.8% | 55 7.2% | 104 13.7% | 253 33.3% | 147 19.4% | 103 13.6% | 52 6.9% | 31 4.1% | 759 |
| Sevierville City | 19 1.0% | 143 7.7% | 446 24.0% | 546 29.3% | 123 6.6% | 310 16.7% | 114 6.1% | 160 8.6% | 1,861 |
| Wears Valley Div. | 55 3.7% | 160 10.9% | 343 23.4% | 518 35.3% | 156 10.6% | 108 7.4% | 28.0 1.9% | 100 6.8% | 1,468 |

Source: U.S. Census, 1980

**TABLE XXIV
BUSINESS GROWTH CHART, 1981 -1989
GATLINBURG, TENNESSEE**

| YEAR | SHOPS | RESTAURANTS | ATTRACTIONS | HOTELS MOTELS | HOTELS MOTELS (UNITS) | CHALETS CONDOS | RENTAL SERVICES | CAMPGROUNDS | OTHER | TOTAL |
|------|-------|-------------|-------------|------------------|-----------------------------|-------------------|--------------------|-------------|-------|-------|
| 1981 | 324 | 81 | 30 | | | | 17 | 6 | 99 | 557 |
| 1982 | 385 | 78 | 28 | 101 | 5,633 | | 30 | 6 | 101 | 628 |
| 1983 | 400 | 75 | 26 | | 6,311 | | 48 | 6 | 116 | 671 |
| 1984 | 444 | 78 | 25 | | 6,311 | 966 | 48 | 6 | 120 | 721 |
| 1985 | 456 | 80 | 30 | | 6,476 | | 50 | 6 | 125 | 747 |
| 1986 | 475 | 101 | 36 | | 6,476 | | 59 | 6 | 131 | 808 |
| 1987 | 495 | 100 | 36 | | 6,228 | 1,023 | 62 | 6 | 130 | 829 |
| 1988 | 497 | 97 | 34 | 107 | 6,167 | 1,415 | 75 | 6 | 176 | 991 |
| 1989 | 509 | 99 | 28 | 105 | 6,257 | 1,522 | 86 | 6 | 153 | 986 |

NOTE: *SHOPS INCLUDE CRAFTS, GIFT AND SPECIALTY BOUTIQUE SHOPS

ATTRACTIONS INCLUDE ARCADES

RENTAL SERVICES INCLUDE CHALET RENTAL MANAGEMENT PROPERTIES

OTHER CATEGORY COMPOSED OF GROCERY, DRUG STORES, HARDWARE, CONVENIENT STORES, ETC.

TOURIST RESIDENCY PERMITS ISSUED TO ANY NON-HOTEL UNIT AND MAY BE A SINGLE BEDROOM CONDO OR A SIX BEDROOM CHALET.

*555 TOURIST RESIDENCY PERMITS ISSUED IN 1986

*645 ISSUED IN 1987

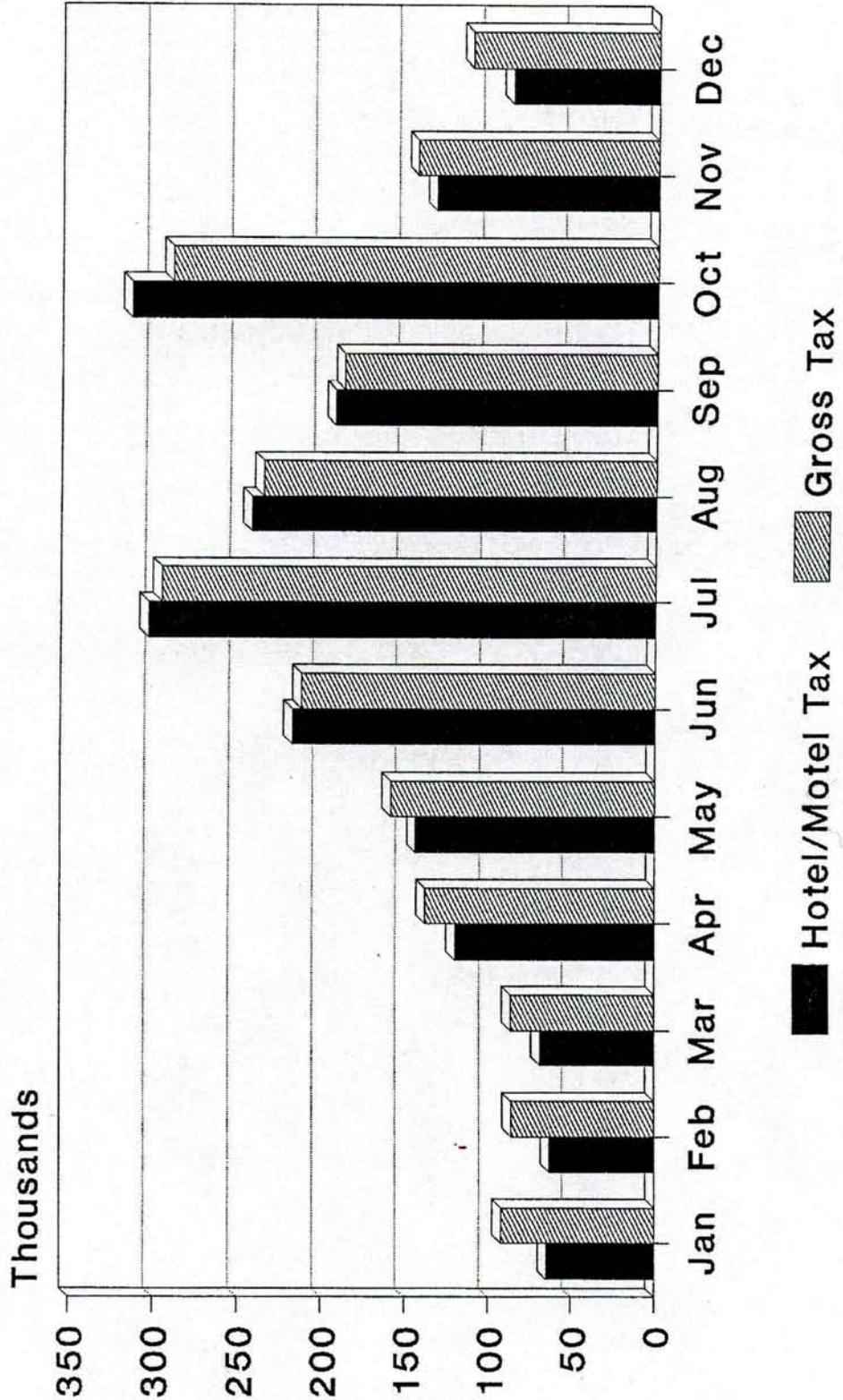
*694 ISSUED IN 1988

*826 ISSUED IN 1989

ALL INFORMATION PROVIDED THROUGH CITY OF GATLINBURG - BUSINESS LICENSES DEPARTMENT AND COMMUNITY DEVELOPMENT

ILLUSTRATION 8

1988 Seasonal Variation in Gross Tax and Hotel/Motel Tax in Gatlinburg, Tennessee



Source: City of Gatlinburg, Tennessee

CHAPTER IV

LAND USE SURVEY AND ANALYSIS

In analyzing Gatlinburg's land use, it becomes clear that Gatlinburg is developed like that of a much larger city. Although the city's 1990 population was only 3,417 people, on peak tourist days the combined resident and tourist population was over fifty thousand people. The development within the city reflects this larger population base. The purpose of this chapter is to analyze the existing land use of the city.

Land Use Survey

In March 1990 a detailed land use survey was conducted of the entire city. The land uses were classified under thirteen different categories which included: single-family residential, multi-family residential (condos), mobile homes, hotels/motels, campgrounds, food services (restaurants), general commercial, parking, crafts, commercial recreation (riding stables, ski lift, arcades, miniature golf courses), utilities, semi-public, and public uses (Illustration 9).

Many people come to Gatlinburg to enjoy the natural beauty of the area. Ironically, the very thing that has attracted so many people to the area is the very thing that has limited the city's physical growth - the mountainous terrain. The city is now bounded by the National Park on the south, the town of Pittman Center on the east, and steep mountain ridges on the north and west.

The Existing Land Use

In 1984 and in 1988 in three large-scale annexations, the City of Gatlinburg took in more than 1,250 acres. With these annexations, the city grew by five hundred residents and covered a total area of 10.35 square miles. The 1990 Land Use Data is summarized in Table XXV and a land use comparison of Gatlinburg in 1970, 1980, and 1990 is shown on Table XXVI.

Residential. The City of Gatlinburg is made up of 6,623 acres, 3,148 of which are developed. Of this developed land, approximately one third of it is residential land uses. In 1990, more than 832 acres were developed as single-family, 95 acres were developed as multi-family, 42 acres were developed with mobile homes, and 119 acres were developed with rental units. This residential development represented an increase of 192 single family homes, 53 mobile homes, and 190 tourist residential houses .

During the 1980 's, the City of Gatlinburg annexed the remainder of the Glades Area. This area included approximately 1,250 acres and was located to the east of the old city boundary. Within this annexed area, in 1990 121 acres were developed as residential and 990 acres were in open space. The map in Appendix I shows the 1980 and 1990 city boundaries.

In comparing development in 1980 and 1990 within the old 1980 city limits, it can be seen that much infill development occurred during the 1980 's. In 1980, more than 711 acres were developed as residential. A total of 631 acres were single family, 20.5 acres were multi-family,

8.1 acres were mobile homes, and 51.1 acres were tourist residential. In 1990 using the 1980 boundaries, 731 acres were single family, 93 acres were multi-family, 24 acres were mobile homes, and 119 acres were tourist residential.

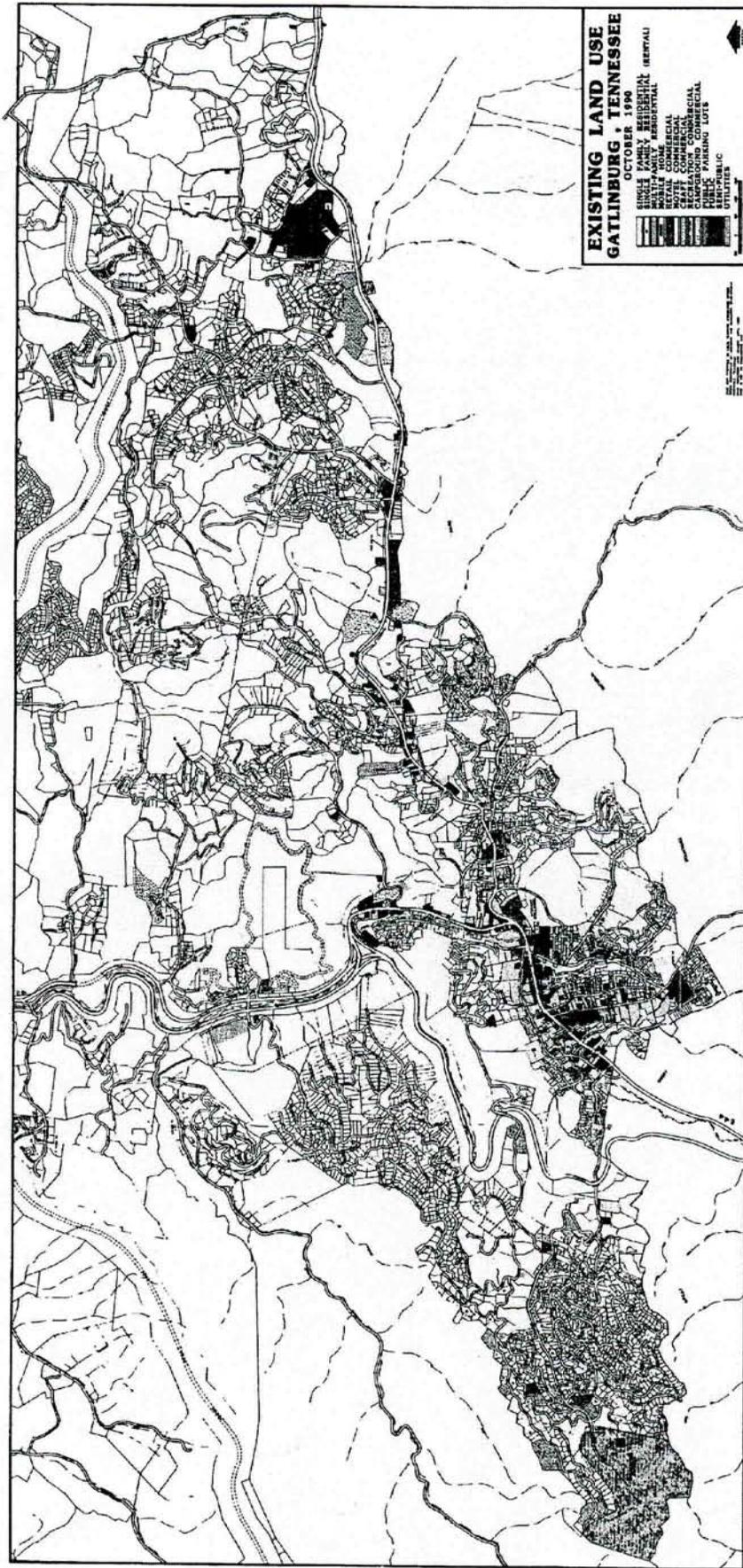
No in-depth housing analysis was conducted when the land use of the city was inventoried, but general areas with substandard housing were identified. As expected, most of the substandard housing was located in the older residential areas of the community. Within each of these older neighborhoods, individual houses were noted as needing some type of repair, but most were in relatively good repair. More housing in the Baskins Creek Road and Turkey Nest Road areas were identified as needing some repairs than any of the other neighborhoods.

Commercial. The city's commercial development is concentrated in the downtown area on River Road, South Parkway Street, and Airport Road. Other commercial areas stretch out along Highway 73 East and North Parkway Street. This commercial development is the most visible land use category within the city limits. Despite this visibility, however, commercial uses actually cover only 6.8 percent of the total land area within the city. Motels cover 172 acres, commercial recreation uses cover 117 acres, retail uses cover 70 acres, craft uses cover 27 acres, restaurants cover 14 acres, and campgrounds cover 9 acres. The craft uses, unlike the rest of the commercial uses, are concentrated in the Glades Area.

During the 1980 's, the bulk of commercial development has occurred as infill within the existing commercial areas, or as redevelopment. Within the 1980 boundaries, commercial acreage increased from 389 acres in 1980 to 462 acres in 1990. Total commercial development within the city in 1990 was 475 acres.

General. The land uses in the general category include public, semi-public, parking lots, and utilities. Public uses include such uses as parks, schools, the convention center, and the city hall; semi-public uses include churches and cemeteries; parking lots include public parking lots; and utilities include pump stations, water treatment plants, and water tanks. These general uses only occupy 158 acres and only cover 2.4 percent of the total land area in Gatlinburg.

Roads. Within the City of Gatlinburg there are 104 miles of roads. Ten miles of these are state and federally designated and 94 miles are local. This local figure includes all public and private roads within the city. Roads are often not considered as being part of a city's total developed area, but within Gatlinburg, total road area covers more than 1,427 acres and makes up more than 21 percent of the total developed acreage. With the exception of vacant land, no other land use designation takes up more land within the city than roads.



**TABLE XXV
LAND USE DATA, 1990
GATLINBURG, TENNESSEE**

| USE | No. of Units/ Structures | Acres | Percent of Developed Acres | Percent of Total Acres |
|----------------------------|-----------------------------|--------|-------------------------------|---------------------------|
| RESIDENTIAL | | | | |
| Single Family | 1,641 | 832 | 26.4 | 12.6 |
| Multi-Family | NA | 95 | 3.0 | 1.4 |
| Mobile Homes | 99 | 42 | 1.3 | .6 |
| Tourist Residential | 322 | 119 | 3.8 | 1.8 |
| Total Residential | NA | 1,088 | 34.5 | 16.4 |
| COMMERCIAL | | | | |
| Retail | NA | 85 | 2.7 | 1.3 |
| Craft | 65 | 28 | .9 | .4 |
| Motel | NA | 218 | 6.9 | 3.3 |
| Recreation | NA | 144 | 4.6 | 2.2 |
| Total Commercial | NA | 475 | 15.1 | 7.2 |
| GENERAL | | | | |
| Public | 17 | 90 | 2.8 | 1.4 |
| Semi-Public | 26 | 22 | .7 | .3 |
| Public Parking Lots | 16 | 22 | .7 | .3 |
| Utilities | 30 | 24 | .8 | .4 |
| Total General | 89 | 158 | 5.0 | 2.4 |
| ROADS | | | | |
| State | 10 mi. | 314 | 10.0 | 4.7 |
| Local | 94 mi. | 1,113 | 35.4 | 16.8 |
| Total Roads | 104 mi. | 1,427- | 45.4 | 21.5 |
| TOTAL DEVELOPED AREA | -- | 3,148 | 100.0 | 47.5 |
| TOTAL VACANT AREA | -- | 3,475 | -- | 52.5 |
| TOTAL INCORPORATED AREA | -- | 6,623 | -- | 100.0 |

NA - Not Available

Source: Local Planning Assistance Office

TABLE XXVI
LAND USE COMPARISON 1970, 1980 ,1990
GATLINBURG, TENNESSEE

| LAND USE | 1970 | 1980 ¹ | 1990 (1980 Boundaries) | 1990 ² (Current Boundaries) | Change from 1980 to 1990 (1980 Boundaries) | |
|--|-------------------------------------|-------------------------------------|-------------------------------------|--|--|--------------|
| | | | | | Acres | % |
| RESIDENTIAL | | | | | | |
| Single Family | -- | 631 | 731 | 832 | 100 | 15.8% |
| Multi-Family | -- | 21 | 93 | 95 | 72 | 342.9% |
| Mobile Homes | -- | 8 | 24 | 42 | 16 | 200.0% |
| Tourist Residential | -- | 51 | 119 | 119 | 68 | 133.3% |
| Total Residential | 209 ac | 711 ac | 967 ac | 1,088 ac | 256 | 36.0% |
| COMMERCIAL | | | | | | |
| Retail | -- | 78 | 81 | 85 | 3 | 3.8% |
| Craft | -- | 11 | 21 | 28 | 10 | 90.9% |
| Motel | -- | 174 | 216 | 218 | 42 | 24.1% |
| Recreation | -- | 126 | 144 | 144 | 18 | 14.3% |
| Total Commercial | 270 ac | 389 ac | 462 ac | 475 ac | 73 | 18.8% |
| GENERAL | | | | | | |
| Public | -- | 55 | 90 | 90 | 35 | 63.6% |
| Semi-Public | -- | 22 | 22 | 22 | 0 | 0.0% |
| Public Parking Lots | -- | 15 | 22 | 22 | 7 | 46.7% |
| Utilities | -- | 23 | 23 | 24 | 0 | 0.0% |
| Total General | 40 ac | 115 ac | 157 ac | 158 ac | 42 | 36.5% |
| ROADS | | | | | | |
| State | -- | 293 | 293 | 314 | 0 | 0.0% |
| Local | -- | 1,008 | 1,008 | 1,113 | 0 | 0.0% |
| Total Roads | 52 mi | 1,301 ac | 1,301 ac | 1,427 ac | 0 | 0.0% |
| TOTAL DEVELOPED AREA | 806 ac | 2,516 ac | 2,887 ac | 3,148 ac | 371 ac | 14.7% |
| PERCENT OF TOTAL AREA DEVELOPED | 18% | 46.8% | 53.7% | 47.5% | -- | -- |
| TOTAL VACANT AREA | 3,553 ac | 2,856 | 2,485 | 3,475 | -- | -- |
| PERCENT OF TOTAL AREA VACANT | 82% | 53.2% | 46.3% | 52.5% | -- | -- |
| TOTAL AREA | 4,359 ac 6.8 sq.mi | 5,372 ac 8.4 sq.mi | 5,372 ac 8.4 sq.mi | 6,623 ac 10.35 sq.mi | -- | -- |

1. Annexations Occurred in FT 74-75

2. Annexations Occurred in 1984 and 1988

Source: Local Planning Assistance Office

CHAPTER V

LAND USE PLAN

The land use plan is a general guide for the physical development of Gatlinburg and its planning region. Its purpose is to serve as a basis for creating an environment that will accommodate the various uses of land needed in the community without jeopardizing the quality of life of the city's permanent residents or tourists.

The utilization of the plan by the Gatlinburg City Commission, the Planning Commission, the Strategic Task Force and its subsidiary work groups, other citizen groups, and staff will provide a reference for rational decisions. Development without the plan can bring about uncertainty in future projects and cause programs to be implemented that are not suited for community needs and are often wasteful of limited resources.

The plan is based on several basic assumptions about government and future growth. It then establishes community goals that express a positive attitude about Gatlinburg and its region. These goals are representative of how the city residents would like to see Gatlinburg develop. Planning policies, principles, and standards are included in the plan as general guides that should be utilized if the community is to develop in accordance with its stated goals. Alternative plan concepts were developed to show possible future land use patterns of the area.

Assumptions

Long-range plans, programs, and policies must be based upon research, forecasts, and carefully formulated assumptions. Basic assumptions relating to the plan must be a realistic and an effective force in shaping the future development of Gatlinburg. These clearly stated assumptions provide the basis for individual interpretation and evaluation of the plan and give the plan the flexibility that is needed to be effective.

There are some general premises that are implicit in the preparation of any plan. It is assumed that there will be no major change in our form of government, that there will be no large scale natural disaster, and that there will be no war. Given these basic premises, the Gatlinburg plan was prepared based on the following assumptions:

1. The plans, programs, and policies for Gatlinburg's future growth and development will be prepared for the city and its unincorporated planning region with all branches of local, state, and federal governments working together cooperatively toward implementing the plan in the best interest of all citizens.
2. During the planning period, Gatlinburg's and Sevier County's economy will remain highly tourist-oriented, but the county's will become more diversified.
3. The population of Sevier County will continue to grow.

4. The City of Gatlinburg will continue to work with the other municipalities in the county to manage growth related problems such as water, sewer, garbage disposal, and transportation.
5. The continued development and improvement of the community's water distribution system and sewage collection and treatment facilities will tend to concentrate residential and tourist commercial development.
6. The majority of the existing vacant land within the Gatlinburg Region will develop as low density residential or be preserved for park, recreation, or open space.
7. Traffic volumes within the city will continue to increase, but at a slower rate. More group carrying vehicles will be utilized within the city and along the Highway 321/441 corridor between Gatlinburg, Pigeon Forge, and Sevierville.
8. A strong planning program will continue and a concentrated effort will be made by both the public and private sectors to implement the plan through zoning, subdivision regulations, capital improvements programming, budgeting, and other similar plan implementation mechanisms.
9. A major effort will be made by the public and private sectors to preserve and enhance the overall aesthetic qualities of Gatlinburg and its core business area.

Development Goals

Since 1986, the City of Gatlinburg has been involved in a strategic marketing process. Citizen task forces were created to help pinpoint specific goals that the community wanted to see accomplished. At that time, the City Commission developed a mission statement to serve as a guide to development and services provided. The mission statement for the City of Gatlinburg is:

The City Commission and the
Administration of the City of Gatlinburg are
committed to EXCELLENCE in the provision of
QUALITY municipal services designed to
PROTECT the lives and property of visitors
and citizens, to PROMOTE the natural beauty
and tourism activities of the area, and to
PROVIDE for responsible and orderly growth.

The following goals are general statements that reflect the beliefs of the Gatlinburg Planning Commission, the City Commission, and the citizens of the community regarding the future physical development of the community.

1. To secure Gatlinburg as a major year-round tourism center.

2. To preserve, protect, and enhance the unique character of Gatlinburg and its surrounding region and at the same time encourage a more harmonious and higher standard of development.
3. To provide public services that effectively meet and anticipate the needs of all citizens and visitors.
4. To provide and properly locate commercial areas for the development of new and the expansion of existing business enterprises that are conveniently located, adequately sized, and compatible with the total community environment.
5. To provide an efficient vehicular and pedestrian circulation system with appropriate linkages and capacities.
6. To provide effective coordination among all branches, units, and agencies of government.
7. To preserve the present good characteristics of residential neighborhoods, upgrade declining residential neighborhoods, and provide for the orderly and logical development of new residential neighborhoods.
8. To ensure the preservation of adequate land for the development and maintenance of a well-balanced recreation and open space program.
9. To improve existing public and semi-public buildings and prepare appropriate criteria which will ensure adequate sites for future needs.

Land Use Policies

Within a land use plan, policy statements or guidelines are used to achieve the overall goals of the community. Policy statements include general principles and standards that should be followed if the desired goals of the plan are to be achieved. In this section, policy statements for commercial, residential, transportation, utilities, public and semi-public, and open space land uses are presented. In addition, environmental policies which address all types of land uses are also presented. The city commission, the planning commission, the city manager, the planning staff, and the various citizen commissions, boards, committees, and authorities should utilize these policies to ensure a coordinated, efficient, and orderly growth for Gatlinburg and its environment.

Commercial Land Use. The commercial activities in Gatlinburg are dominated by tourist-related enterprises, and, therefore, the community does not compare with most cities of similar size with regard to the types and number of activities that are offered. Commercial uses within Gatlinburg include retail, motel/hotels, recreation, general commercial, restaurants, and craft industrial.

The characteristics of commercial uses generally produce an environment that is not conducive to most residential purposes. In turn, residential uses in commercial areas tend to decrease the highest capacity of commercial activities. Since this conflict exists, along with its many

ramifications, it is extremely important for the good of the community to see that commercial areas have sufficient size and location for the maximum exchange of goods and services.

To guide the continuation and expansion of these essential activities, the following principles and standards are recommended:

1. Commercial expansions and commercial redevelopments shall be restricted to areas that are adequate in size to accommodate the proposed uses. Landscaping and shared driveways shall be encouraged and strip-type developments shall be discouraged. When the need for additional commercial areas occurs, these uses shall only occupy areas that have adequate setbacks to allow for marginal access streets, shared driveways, or controlled points of access and have ample space for buffer screening and other landscaping features.
2. Future commercial developments shall occur only after all aspects of the site are analyzed by the planning commission and its staff and it is assured that site design, street design, grades, access points, intersections, rights-of-way, landscape features, and other similar requirements are adequate and generally protect the overall good of the community.
3. Neighborhood commercial areas shall be provided for in order to make available convenience goods and services to neighborhoods. These areas shall be restricted to a narrow range of activities and be subject to the detailed site planning and review process as outlined for other commercial developments.
4. Quality business development shall be encouraged. The city relies heavily on return visitors and because intervening tourist opportunities exist with the development of Pigeon Forge and Sevierville, the city needs to offer the customer something that cannot be acquired elsewhere.
5. The Glades Area shall be preserved as an Arts & Crafts Community and the "crafty flair" of the community shall be maintained. Development shall be less intense than allowed in other commercial areas in the city. Bed & Breakfast Inns shall be encouraged in the area, but their size shall be restricted so that a hotel or condo type of atmosphere does not prevail.
6. Steep slopes that are cut when commercial areas are either expanded or created shall be required to be planted with grasses and trees to prevent erosion and future landslides.
7. All commercial establishments and accompanying parking lots shall be landscaped and buffered from adjacent residential lots.
8. To reduce the need for on site advertising, city-wide and county-wide common marketing programs shall be developed.
9. Commercial development that encourages year-round visitation shall be encouraged.

10. The use of underground utilities shall be encouraged where it is feasible. Where undergrounding is not possible, power service connections for commercial uses shall be located at the rear of structures.

Residential Land Use. A large segment of the developed land in Gatlinburg is devoted to residential land uses. These uses can be classified into three categories - single family, multi-family, and tourist-rental. Residential areas should provide a pleasant living environment, should be served by adequate vehicular circulation systems, and should be properly related to other community land uses.

To assure the most appropriate development of existing and future residential areas in Gatlinburg and its region, the following principles and standards are recommended:

1. Residential developments shall be restricted from areas subject to flooding or which have unstable slopes.
2. Building codes shall be consistently administered to assure safe residential development and rehabilitation.
3. Residential areas shall be served by minor streets that discourage through traffic. To provide more safety and privacy, the design of new developments shall utilize loop streets and cul-de-sacs.
4. Each residential neighborhood shall contain or be accessible to all public and private facilities necessary for convenient living.
5. Residential areas shall have varying densities depending on the type of development and location. Hillside or slope developments shall have much lower development densities than those on level to gently rolling lands in order to prevent excessive problems associated with erosion, storm water drainage, street and parking design, sewage disposal, and other similar problems. Residential development that does occur on steeper slopes shall also be designed in such a manner so as to prevent unusable lots, excessive bank cuts, and unnecessary roads.
6. New single family residential developments that are not served by a sanitary sewer system shall have a minimum lot size of 15,000 square feet.
7. All new multi-family developments shall be served by a sanitary sewerage system.
8. Multi-family developments on steep slopes shall be clustered to decrease public infrastructure requirements.
9. Tourist residential structures shall be allowed in residential developments, however, steps shall be taken to assure residents of the neighborhood that all amenities and safeguards or general residential development are maintained. A single family zone that does not allow

tourist residences shall be maintained in order to preserve permanent residents' neighborhoods' quality of life.

10. Multi-family developments and Bed & Breakfast uses shall be allowed in the single family zones which allow tourist residents, but overall density shall not exceed the requirements of the zone.
11. Employee housing shall be allowed and developed in residential zones which allow tourist housing. Within the single family residential zones, steps shall be taken to assure residents of the neighborhood that all amenities and safeguards for general residential development are maintained.
12. Panned Unit Developments (PUD) shall be encouraged for all residential developments so that the slope and terrain of the area can be better accommodated for. Residential developments on slopes greater than 15 percent shall be required to develop under the PUD concept.
13. Subdivision Regulations shall require that all new subdivisions which require the construction of roads also require that water and sewer lines be laid even if the services are currently not available to the development.
14. Ridge and View Laws shall be created to prevent the destruction of scenic vistas, yet allow residential development on ridges.

Transportation. The transportation system within the Gatlinburg Region consists of all the highways, streets, roads, and sidewalks that are used to move people from one point to another within the community. In order to achieve the implementation of an efficient transportation network and to assure that future construction of new streets in residential developments are adequate, the following principles and standards have been formulated:

1. The city shall continue to work closely with the county and the other municipalities in the county in order to solve county-wide transportation problems.
2. The city shall continue to work closely with local, state, and federal agencies to help study and solve the transportation congestion problems within the community.
3. The city shall conduct a pedestrian flow study and implement the recommendations.
4. Due to the increased traffic congestion along the Highway 66 corridor, the city shall capitalize on other entrances into the city, such as U.S. 321 from Cocke County, U.S. 321 from Blount County, and the Foothills Parkway.
5. All new major streets shall be located in a manner that will not interrupt neighborhoods, open space-recreational areas, or major commercial areas.

6. All proposed streets shall be reviewed and approved by the planning commission as established by state enabling legislation.
7. Standards for road acceptance for newly constructed roads shall be made stricter.
8. All segments of the transportation system shall be designed and located to meet future as well as present demands. As required in state enabling legislation, adequate rights-of-way shall be acquired and all construction or changes in traffic designations shall be reviewed and approved by the planning commission.
9. Street designs shall be related to the existing topography and all bank cuts shall be required to be stabilized with grass plantings and tree plantings. Street intersections shall be as nearly as possible at right angles with a minimum number of turning movements.
10. Off-street parking shall be required for existing land uses, where possible, in order to permit the total use of streets for traffic movement. All new land uses, except commercial uses in the central business area, shall be required to provide off-street parking facilities.
11. The city shall enhance and expand the usage of the mass transit system as demand necessitates.
12. The city shall work with both Pigeon Forge and Sevierville to develop a comprehensive mass transit system between the cities.

Utilities. Land development without the extension of adequate utilities is very costly to the general public. It is extremely important to coordinate the extension of utilities with the community's general plan in order to bring about proper development and achieve savings to the public. Therefore, the following criteria should be adopted by all agencies responsible for operation of public utilities:

1. All utility extensions shall be reviewed and approved by the planning commission as established in the state's enabling legislation.
2. All utilities shall develop and implement expansion policies that are within the parameters of the goals of this Land Use Plan.
3. The extending of utilities to unserved areas within the city shall be a number one priority.
4. Adequate utilities shall be extended into urbanizing areas on a priority basis and these extensions shall meet health and safety standards.
5. Utilities shall not be extended in such a manner that leapfrog development is promoted.
6. All new developments shall have proper utilities installed by the development group, whether public or private.

7. Subdivision Regulations shall require that all new subdivisions which require the construction of roads also require that water and sewer lines be laid even if the services are currently not available to the development.
8. The use of underground utilities shall be encouraged where it is feasible. Where undergrounding is not possible, power service connections for commercial uses shall be located at the rear of structures.
9. The location of utility structures for storage of equipment, pumps, or similar materials shall be adequately buffered and landscaped so as not to detract from the surrounding area.
10. The city shall continue to work with other local governments within the county to ensure that adequate water supplies and sewerage treatment capabilities are secured.
11. The city shall support and promote the accomplishing of the goals within the recently adopted Sevier County Solid Waste Plan.
12. The city shall support and promote the accomplishing of the Inter-City Water Agreement study.
13. A comprehensive storm water drainage plan shall be developed, adopted, and implemented.

Public and Semi-Public. Although public and semi-public land uses make up a relatively small portion of the total land developed in the community, the facilities are extremely important. These uses should be convenient to the population, yet unobtrusive. Therefore, such uses should be treated like commercial establishments and particular attention should be given to overall site design, landscaping, and access.

The principles and standards to be used as guidelines for public and semi-public uses are presented as follows:

1. Detailed site plans shall be required for all proposed public and semi-public land uses. These plans shall follow the same requirements of commercial developments and also note appropriate site space for present and future needs. Site plans shall be reviewed and approved by the planning commission.
2. All proposed public buildings and uses shall be reviewed and approved by the Gatlinburg Planning Commission as required by state enabling legislation.
3. Public and semi-public buildings which serve large segments of the population and have similar location requirements shall be located in conjunction with primary shopping areas.

4. Parking areas shall be designed to care for peak parking loads. Whenever possible, these parking areas shall be located and designed for joint usage.
5. Public facilities which can be shared with the county or with the other municipalities within the county shall be developed jointly.

Open Space. Open space is an area in public ownership or control intended for a specific purpose, or it may be there to enhance the general aesthetic quality of the community. Open spaces may include, but are not limited to parks, general recreation areas, water bodies, areas too steep for construction, large institutional sites, floodplains, historic sites, scenic routes or sites, and wildlife refuges.

With the continued increase in land costs and the increased density of development, the city's official's should utilize the following principles and standards:

1. Existing open space which gives Gatlinburg's landscape its character shall be preserved.
2. Where ever possible, access to the Little Pigeon River shall be obtained.
3. Linear open spaces shall be obtained whenever possible. Landscaped, narrow open spaces can be utilized as walkways and if developed correctly, often give the illusion of being much larger than they actually are.
4. Larger commercial developments shall be required to develop small, personal open spaces as part of their landscaping plans.
5. Multi-family residential Planned Unit Developments shall be required to preserve open space for passive recreation activities for residents.
6. In environmentally and/or geologically sensitive areas, residential densities shall be lowered.
7. The density of commercial development within the Glades Area shall be restricted so that existing open space can be maintained and that the general character of the area is preserved.
8. Neighborhood recreation areas shall be developed primarily for local residents.
9. Places of rare natural beauty and areas of truly historic interest shall be preserved and maintained.
10. All proposed open space and recreation areas shall be submitted to the planning commission for review and approval as required by state enabling legislation.
11. All publicly owned land shall be examined for its potential open space or recreational use before being sold or disposed of by the city.

Environment/Aesthetics. It has been more than twenty years since the celebration of the first Earth Day in 1970 and environmental issues are again coming to the forefront in public policy. The Great Smoky Mountains National Park was created because of its unique physical environment and Gatlinburg has enjoyed prosperity because of this environment. If Gatlinburg is going to continue to enjoy this prosperity and attract visitors, it must take care to protect its surroundings and keep them aesthetically pleasing to residents and visitors alike.

The principles and standards to be used as guidelines to protect the environment and to create aesthetically pleasing developments are presented as follows:

1. Natural amenities and the community character shall be preserved.
2. The number of large, mature trees removed due to development shall be kept to a minimum. Tree plantings shall become a part of the landscaping requirements for all commercial development.
3. Construction site erosion shall be reduced and strict standards to prevent erosion should be adopted.
4. Natural drainage areas shall be protected from development.
5. All bank cuts shall be required to be planted with grass and trees to prevent erosion and land slides.
6. The city shall promote the reduction of visual clutter which diminishes the panoramic view of the mountains.
7. Ridge and View Laws shall be created to prevent the destruction of scenic vistas.
8. Local streams which do not meet state standards for recreational and other uses shall be cleaned up and protected from further degradation.
9. Development shall work with the topography and take advantage of the natural setting.

Plan Concepts

The purpose of this section is to present alternative development patterns or concepts. These concepts were determined after analyzing past development trends, existing topographical conditions, the availability of utilities, the ability to finance expanded city services, and the influence of major highways and streets.

Instead of using the older, more conventional method that indicates the exact location of future residential, commercial, recreational, and public uses in detailed map form, a more generalized approach to land use planning is presented through the use of plan concepts. It is impossible for anyone to accurately predict changes in the economy, shifts in population, or a technical innovation that would change current development trends, therefore, this type of land use

planning is a much more practical and appropriate approach because it gives the flexibility that is needed in making decisions.

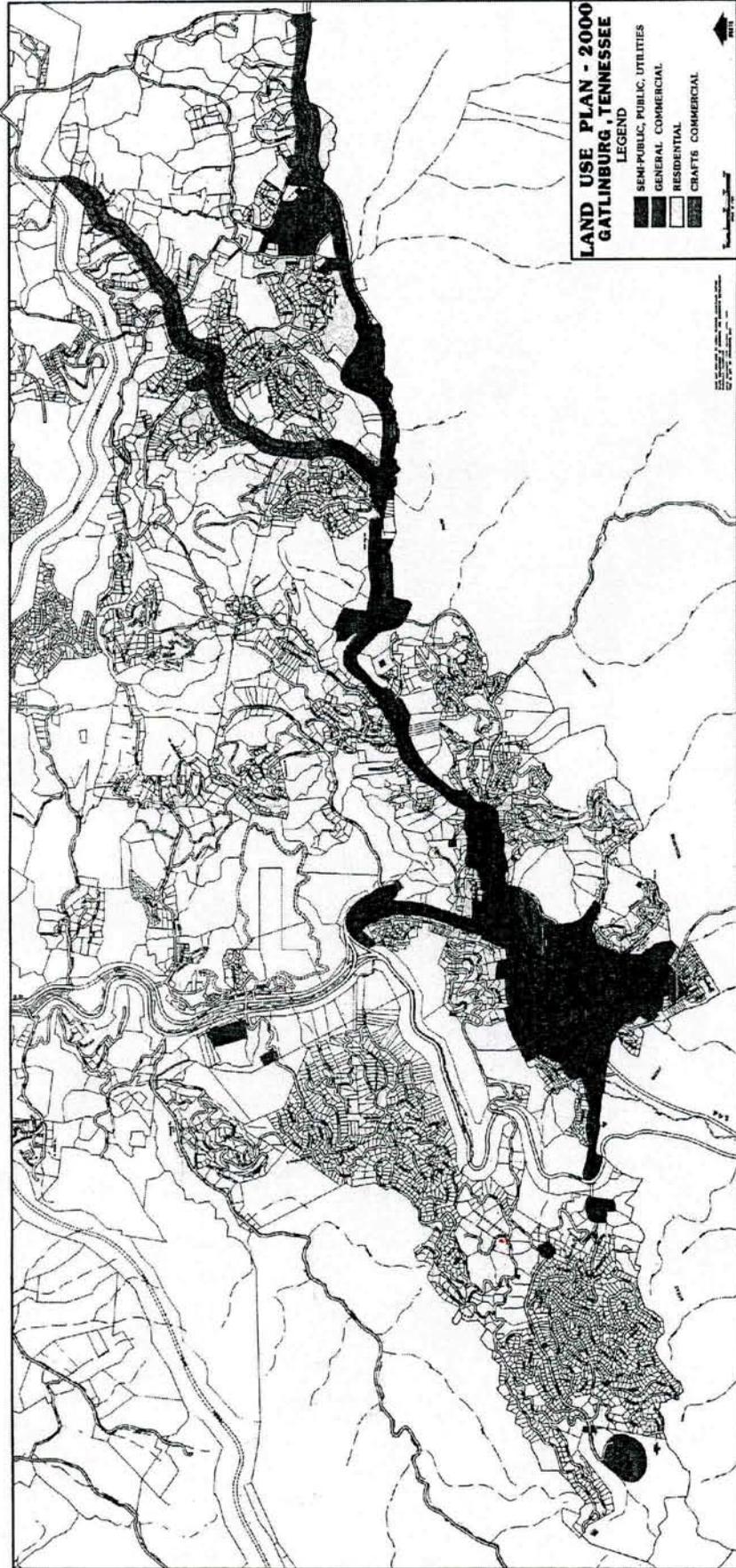
Unplanned Sprawl Concept. This development alternative would accommodate most of the expected growth in the region during the next ten years. It assumes that free market pressures would dictate which land is developed and at what density. The sprawl development concept would not require a substantial change in current development policies, however, it would result in considerably higher costs to the community in the long-term.

An example of such a development is the Ski Mountain area. The existing roads in this subdivision are substandard in width, surfacing, and drainage. Public sewer is not available and many approved lots cannot be built on because they cannot support a septic tank and drainfield on the steep slopes. Finally, the view of this mountain has been diminished by this development. Individual development costs within this subdivision are high because of the terrain, but the view from the finished homes are often breathtakingly beautiful. Many of these homes are used as overnight tourist rentals.

The costs to upgrade the roads and to extend sewer to Ski Mountain are extremely high and each year the projects are pushed further back on the capital improvements program. The city is currently investigating the possibility of implementing impact fees to help pay for the future expansion of city services, but this does not solve the problem of existing areas within the city that still do not have the services that were promised them many years ago.

Public Infrastructure/Environmental Concept. This concept recommends that development occur in an environmentally conscientious manner and that all public infrastructures be built to city standards by the developer. This concept would allow development to occur in a random type pattern, but the city would not be left with the financial burden of eventually installing the underground public utilities. This concept would prevent the city from being placed in the financially difficult situation it is now being faced with. In addition to the financial savings to the city, this type of development would also protect the panoramic views of the mountains, the very thing that many tourists come to the city to enjoy. It is expected that this concept would accommodate most of the expected growth in the region in the next ten years, but greater up front costs would be required by the developers.

Recommendation. Either of the two plan concepts presented could be used by the community's decision-makers. It is recommended, however, that the Public Infrastructure/ Environmental Concept be accepted as the primary land use development plan for the Gatlinburg area (Illustration 10). This type of development pattern, considering the region's unique mountain terrain and limited land potential, provides the most logical extension of the total community and will provide the citizens with development densities and an environment that is acceptable.



CHAPTER VI

PLAN IMPLEMENTATION

In order for the land use plan to be effective, it is important that certain enforcement measures be undertaken to assure its implementation. In addition, it is important that the public realize the purpose and benefits of the plan, that public officials accept and adopt the development policies, and that public and private agencies understand and support the plan. The following are tools that can be used to accomplish the goals set forth in this plan.

Planning Tools

For the most part, the measures needed to implement the plan are regulatory devices which are action oriented policies that are primarily the responsibility of the elected officials of the city and county. These measures, which are often referred to as planning tools, are discussed below.

Subdivision Regulations. The subdivision of land is the initial step in the process of building a community. The quality of the subdivisions and the standards that are built into them determine the form and character of a community. Once land has been divided into blocks and lots, streets built and utilities installed, a development pattern is permanently established and unlikely to be changed. For generations the entire community and the individuals who live in the subdivision will be influenced by the quality and character of the subdivision design. Therefore, subdivision regulations applied in advance of development provide a community with its only opportunity to insure that its new neighborhoods are properly designed.

It can easily be seen that subdivision regulations play a vital part in implementing the land use plan. It is through these regulations that the development standards for future subdivisions are established. Good subdivision regulations help prevent traffic congestion, inadequate streets, undersized water lines, small and over crowded lots, and assures a community of the fundamentals that make a pleasant environment for urban living. Poorly administered regulations on the other hand permit the creation of a number of problems such as overflowing septic tanks, floodplain development, inadequate water facilities for domestic use and fire protection, substandard street construction, and inadequate open space and neighborhood recreational areas.

Subdivision regulations are in effect within the Gatlinburg Planning Region. Before a subdivision plat can be recorded and lots sold, it must receive preliminary and final approval by the Gatlinburg Planning Commission. The subdivision regulations set minimum standards for design, street construction, lot layout, water lines, drainage easements, and reservation of land.

Zoning. The zoning ordinance is considered as one of the principal tools for implementing the land use plan. Zoning divides the community into districts - residential, commercial, and industrial and set standards for each district. For example, these standards regulate uses permitted, density of population and structures, lot sizes, coverage of lots by buildings, building setbacks, off-street parking requirements, and the like. Zoning, therefore, implements the land use plan because the use districts would be predicated upon the land development policies established in the previous sections of this plan.

Public Improvements Program. The construction of public facilities is a major consideration in the implementation of the Gatlinburg plan. The construction of these facilities such as roads, parks, extension of water and sanitary sewer systems, fire protection, and schools should be programmed through a public improvement program. This program is a priority listing and scheduling of the needed public facilities for the planning period.

Capital Budgeting. A capital improvements budget (CIP) is a short-range five year financial program that entails items to be acquired or improved, dates for expenditures, cost estimates, and methods of providing the necessary capital. Such a program is an extension of the planning process.

Following the drafting of a capital budget and its approval by the planning commission, the city should adopt the first year recommendations in the capital budget as a part of the city's operating budget for that year. Each year thereafter, the capital budget should be revised, extended for one year, and the current portion of the budget adopted as part of the city's budget. This CIP should not be a long wish list that is submitted by the various departments to city commission, but rather a realistic list of what projects can be accomplished in a set year given the current funding. Once adopted, this budget should not change very much from year to year. A deviation from the CIP implies that personal politics of individuals on the governing body is overriding the good of the community.

Codes and Ordinances. There are two types of regulations which are needed in order to insure that new construction and existing structures will meet minimum standards. The standards for new construction include building, plumbing, electrical, and gas codes. Existing structures are regulated through a minimum housing code. These codes assure structural strength, safety from fire, proper plumbing and electrical installations, basic sanitary facilities, and light and ventilation. Through the use of these codes, both the community and the individual have confidence in the stability and durability of the structure purchased.

Utilities

Sewer and water facilities are essential in all areas which are built to urban densities. The extension of utilities can be an effective method for guiding the growth of a community. If utilities are inadequate or unavailable, development will be stymied; on the other hand, if utilities are available, land most likely will be developed. For these reasons, therefore, it is important that the policies of the land use plan are adopted to govern the extension of utilities.

Planning Commission Project Review

Not only is it desirable for the community that some agency exercise a coordinating influence with the various action agencies, it is a requirement of Tennessee law. Public improvement projects proposed by governmental units, public agencies, and public and private utilities shall be submitted to and approved by the planning commission with jurisdiction in the area. A similar requirement exists for the public acceptance of roads, acquisition of sites, and related matters. It is recommended that the City of Gatlinburg work in close coordination with the Gatlinburg Planning Commission by instituting injunctive proceedings to halt construction or development

of projects not referred to the planning commission for review and comments and its certification of conformity with the comprehensive plan for the development of the community.

APPENDICES

APPENDIX A
Building Permits Issued, 1980 -1990
Gatlinburg, Tennessee

| Type of Permit | 1980 | 1985 | 1989 | 1990 |
|---|---------------------|---------------------|---------------------|---------------------|
| Residential: | | | | |
| Single-Family | 43 | 100 | 67 | 82 |
| Multi-Family (Includes Apartments, Motels, Lodging units, etc.) | 3 | 10 | 5 | 4 |
| Commercial : | | | | |
| Retail/ Stores /Shops | 9 | 2 | 7 | 12 |
| Office/Professional Bldgs. | | 1 | | |
| Service Station/Auto Repair | | 1 | | |
| Amusement/Recreation | 1 | 1 | | |
| Restaurants | | | | 3 |
| Total | 56 | 115 | 79 | 101 |
| Total Estimated Cost of Construction | \$12,283,800 | \$17,858,167 | \$13,397,244 | \$15,506,187 |

Note: In addition to the above noted building permits, permits were issued for remodeling, additions, and other similar activities

Source: City of Gatlinburg

APPENDIX B
POPULATION PROJECTIONS, 1990 and 2000
SEVIER COUNTY, TENNESSEE

| 1980 Population | | | 1990 Population Projection | | | 2000 Population Projection | | | | | |
|-----------------|---------|-------|----------------------------|-------------|---------|----------------------------|-------|-------------|---------|-------|-------|
| Age | Females | Males | Total | Age | Females | Males | Total | Age | Females | Males | Total |
| 0 to 4 | 1379 | 1423 | 2802 | 0 to 4 | 1889 | 1959 | 3848 | 0 to 4 | 2314 | 2400 | 4714 |
| 5 to 9 | 1557 | 1630 | 3187 | 5 to 9 | 1689 | 1759 | 3448 | 5 to 9 | 2168 | 2258 | 4427 |
| 10 to 14 | 1611 | 1715 | 3326 | 10 to 14 | 1554 | 1586 | 3140 | 10 to 14 | 2128 | 2184 | 4312 |
| 15 to 19 | 1764 | 1826 | 3590 | 15 to 19 | 1674 | 1749 | 3423 | 15 to 19 | 1816 | 1888 | 3703 |
| 20 to 24 | 1633 | 1633 | 3296 | 20 to 24 | 1713 | 1759 | 3472 | 20 to 24 | 1652 | 1627 | 3279 |
| 25 to 29 | 1797 | 1734 | 3531 | 25 to 29 | 1987 | 2005 | 3992 | 25 to 29 | 1885 | 1920 | 3805 |
| 30 to 34 | 1617 | 1612 | 3229 | 30 to 34 | 1918 | 2088 | 2957 | 30 to 34 | 1976 | 2195 | 4172 |
| 35 to 39 | 1450 | 1533 | 2983 | 35 to 39 | 1986 | 1922 | 3908 | 35 to 39 | 2196 | 2223 | 4418 |
| 40 to 44 | 1254 | 1260 | 2514 | 40 to 44 | 1760 | 1754 | 3514 | 40 to 44 | 2088 | 2218 | 4306 |
| 45 to 49 | 1244 | 1096 | 2340 | 45 to 49 | 1563 | 1626 | 3189 | 45 to 49 | 2141 | 2039 | 4179 |
| 50 to 54 | 1090 | 1110 | 2200 | 50 to 54 | 1366 | 1336 | 2703 | 50 to 54 | 1918 | 1861 | 3778 |
| 55 to 59 | 1069 | 1001 | 2070 | 55 to 59 | 1338 | 1119 | 2457 | 55 to 59 | 1681 | 1660 | 3341 |
| 60 to 64 | 980 | 838 | 1818 | 60 to 64 | 1132 | 1026 | 2158 | 60 to 64 | 1419 | 1236 | 2654 |
| 65 to 69 | 829 | 737 | 1566 | 65 to 69 | 1037 | 834 | 1871 | 65 to 69 | 1297 | 933 | 2230 |
| 70 to 74 | 694 | 560 | 1254 | 70 to 74 | 910 | 635 | 1545 | 70 to 74 | 1051 | 778 | 1828 |
| 75 to 79 | 526 | 371 | 897 | 75 to 79 | 683 | 483 | 1165 | 75 to 79 | 854 | 546 | 1400 |
| 80 to 84 | 240 | 182 | 422 | 80 to 84 | 420 | 293 | 713 | 80 to 84 | 551 | 332 | 883 |
| 85 and Over | 234 | 114 | 348 | 85 and Over | 492 | 280 | 771 | 85 and Over | 784 | 442 | 1226 |
| Total | 20998 | 20375 | 41373 | Total | 25110 | 24164 | 49274 | Total | 29919 | 28740 | 58658 |

Source: The University of Tennessee, Department of Sociology. June 1985. Wm. F. Clavenger and Donald W. Hastings.

APPENDIX B
Medium Population Projections, 1990 and 2000
Sevier County, Tennessee

Populations 1980, Population Projections 1990, 2000 - Medium

| 1980 Population | | | 1990 Population Projection | | | 2000 Population Projection | | | | | |
|-----------------|---------|-------|----------------------------|-------------|---------|----------------------------|-------|-------------|---------|-------|-------|
| Age | Females | Males | Total | Age | Females | Males | Total | Age | Females | Males | Total |
| 0 to 4 | 1403 | 1407 | 2810 | 0 to 4 | 1774 | 1746 | 3490 | 0 to 4 | 2112 | 2115 | 4227 |
| 5 to 9 | 1552 | 1622 | 3174 | 5 to 9 | 2042 | 2137 | 4179 | 5 to 9 | 2585 | 2705 | 5290 |
| 10 to 14 | 1626 | 1732 | 3358 | 10 to 14 | 1956 | 1908 | 3864 | 10 to 14 | 2431 | 2368 | 4799 |
| 15 to 19 | 1783 | 1840 | 3623 | 15 to 19 | 1923 | 1998 | 3921 | 15 to 19 | 2531 | 2632 | 5163 |
| 20 to 24 | 1685 | 1633 | 3318 | 20 to 24 | 1988 | 1880 | 3868 | 20 to 24 | 2391 | 2072 | 4463 |
| 25 to 29 | 1803 | 1704 | 3507 | 25 to 29 | 2526 | 2415 | 4941 | 25 to 29 | 2725 | 2623 | 5348 |
| 30 to 34 | 1633 | 1593 | 3226 | 30 to 34 | 2539 | 2924 | 5463 | 30 to 34 | 2995 | 3367 | 6362 |
| 35 to 39 | 1396 | 1417 | 2813 | 35 to 39 | 2305 | 2129 | 4434 | 35 to 39 | 3230 | 3017 | 6247 |
| 40 to 44 | 1296 | 1297 | 2593 | 40 to 44 | 2169 | 2125 | 4294 | 40 to 44 | 3372 | 3902 | 7474 |
| 45 to 49 | 1206 | 1123 | 2329 | 45 to 49 | 1709 | 1801 | 3510 | 45 to 49 | 2822 | 2705 | 5527 |
| 50 to 54 | 1160 | 1042 | 2202 | 50 to 54 | 186 | 1547 | 3373 | 50 to 54 | 3056 | 2536 | 5592 |
| 55 to 59 | 1081 | 957 | 2038 | 55 to 59 | 1577 | 1320 | 2897 | 55 to 59 | 2235 | 2117 | 4352 |
| 60 to 64 | 1000 | 879 | 1879 | 60 to 64 | 1450 | 1192 | 2642 | 60 to 64 | 2283 | 1770 | 4053 |
| 65 to 69 | 863 | 739 | 1602 | 65 to 69 | 1225 | 932 | 2157 | 65 to 69 | 1787 | 1286 | 3073 |
| 70 to 74 | 699 | 578 | 1277 | 70 to 74 | 1075 | 778 | 1853 | 70 to 74 | 1559 | 1055 | 2614 |
| 75 to 79 | 501 | 390 | 891 | 75 to 79 | 789 | 560 | 1349 | 75 to 79 | 1120 | 706 | 1826 |
| 80 to 84 | 265 | 164 | 429 | 80 to 84 | 529 | 280 | 809 | 80 to 84 | 814 | 377 | 1191 |
| 85 and Over | 234 | 115 | 349 | 85 and Over | 475 | 226 | 701 | 85 and Over | 853 | 361 | 1214 |
| Total | 21186 | 20232 | 41418 | Total | 29847 | 27898 | 57745 | Total | 40901 | 37714 | 78615 |

Source: Population Projections for Tennessee Counties by Age and Sex, 1990 and 2000. The University of Tennessee, Department of Sociology. May, 1983.

APPENDIX B
High Population Projections, 1990 and 2000
Sevier County, Tennessee

Populations 1980, Population Projections 1990, 2000 - High

| Age | 1980 Population | | | 1990 Population Projection | | | 2000 Population Projection | | | | |
|-------------|-----------------|-------|-------|----------------------------|---------|-------|----------------------------|-------------|---------|-------|-------|
| | Females | Males | Total | Age | Females | Males | Total | Age | Females | Males | Total |
| 0 to 4 | 1403 | 1407 | 2810 | 0 to 4 | 1761 | 1681 | 3397 | 0 to 4 | 2084 | 2042 | 4126 |
| 5 to 9 | 1552 | 1622 | 3174 | 5 to 9 | 2304 | 2414 | 4718 | 5 to 9 | 2920 | 3059 | 5979 |
| 10 to 14 | 1626 | 1732 | 3358 | 10 to 14 | 2236 | 2163 | 4399 | 10 to 14 | 2735 | 2584 | 5319 |
| 15 to 19 | 1783 | 1840 | 3623 | 15 to 19 | 2115 | 2193 | 4308 | 15 to 19 | 3140 | 3264 | 6404 |
| 20 to 24 | 1685 | 1633 | 3318 | 20 to 24 | 2177 | 1969 | 4146 | 20 to 24 | 2994 | 2459 | 5453 |
| 25 to 29 | 1803 | 1704 | 3507 | 25 to 29 | 2907 | 2726 | 5633 | 25 to 29 | 2447 | 3250 | 6697 |
| 30 to 34 | 1633 | 1593 | 3226 | 30 to 34 | 2972 | 3590 | 6562 | 30 to 34 | 3840 | 4329 | 8169 |
| 35 to 39 | 1396 | 1417 | 2813 | 35 to 39 | 2563 | 2358 | 4921 | 35 to 39 | 4133 | 3773 | 7906 |
| 40 to 44 | 1296 | 1297 | 2593 | 40 to 44 | 2448 | 2413 | 4861 | 40 to 44 | 4457 | 5437 | 9894 |
| 45 to 49 | 1206 | 1123 | 2329 | 45 to 49 | 1880 | 2023 | 3903 | 45 to 49 | 3453 | 3367 | 6820 |
| 50 to 54 | 1160 | 1042 | 2202 | 50 to 54 | 2107 | 1715 | 3822 | 50 to 54 | 3981 | 3190 | 7171 |
| 55 to 59 | 1081 | 957 | 2038 | 55 to 59 | 1781 | 1477 | 3258 | 55 to 59 | 2778 | 2661 | 5439 |
| 60 to 64 | 1000 | 879 | 1879 | 60 to 64 | 1628 | 1356 | 2984 | 60 to 64 | 2957 | 2232 | 5189 |
| 65 to 69 | 863 | 739 | 1602 | 65 to 69 | 1348 | 1034 | 2382 | 65 to 69 | 2221 | 1596 | 3817 |
| 70 to 74 | 699 | 578 | 1277 | 70 to 74 | 1182 | 857 | 2039 | 70 to 74 | 1924 | 1323 | 3247 |
| 75 to 79 | 501 | 390 | 891 | 75 to 79 | 849 | 607 | 1456 | 75 to 79 | 1326 | 849 | 2174 |
| 80 to 84 | 265 | 164 | 429 | 80 to 84 | 580 | 284 | 864 | 80 to 84 | 981 | 422 | 1403 |
| 85 and Over | 234 | 115 | 349 | 85 and Over | 458 | 190 | 648 | 85 and Over | 863 | 307 | 1170 |
| Total | 21186 | 20232 | 41418 | Total | 33251 | 31050 | 64301 | Total | 50233 | 46144 | 96377 |

Source: Population Projections for Tennessee Counties by Age and Sex, 2000. The University of Tennessee, Department of Sociology. 1983.

APPENDIX C
Population Projection, 1990 – 2035
Sevier County, Tennessee

| | 1969 | 1973 | 1978 | 1983 | 1990 | 1995 | 2000 | 2005 | 2015 | 2035 |
|----------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Total Personal Income | 78908 | 110448 | 177562 | 246410 | 287502 | 287502 | 327939 | 369836 | 449629 | 615788 |
| Population (Number) | 27900 | 32400 | 44300 | 50578 | 544277 | 54427 | 57967 | 61526 | 68261 | 77426 |
| Per Capita Income | 2828 | 3409 | 4006 | 4872 | 5282 | 5282 | 5657 | 8011 | 6587 | 7953 |
| Per Capita Relative | 67 | 72 | 73 | 76 | 76 | 76 | 77 | 77 | 78 | 79 |
| Total Earnings | 46729 | 65817 | 92302 | 91998 | 141785 | 170125 | 197919 | 225184 | 269953 | 351790 |
| Farm | 3752 | 5020 | 3579 | 2105 | 3625 | 3249 | 3038 | 2944 | 2912 | 3076 |
| Ag. Serv., For., Fish | (D) | 321 | (D) | 305 | 377 | 421 | 457 | 495 | 544 | 621 |
| Mining | 64 | 26 | 164 | 122 | 100 | 92 | 87 | 85 | 81 | 72 |
| Construction | 4828 | 7848 | 9966 | 8172 | 13065 | 15131 | 17272 | 19392 | 22629 | 29012 |
| Total Manufacturing | 8026 | 10268 | 15075 | 18722 | 29162 | 34407 | 39166 | 43624 | 51307 | 65053 |
| Nondurable Goods | 6443 | 7565 | 8977 | 9575 | 13125 | 14873 | 16499 | 18043 | 20699 | 26136 |
| Durable Goods | 1583 | 2703 | 8098 | 9147 | 16037 | 19534 | 22667 | 25581 | 30418 | 38917 |
| Transp. & Public Utilities | (D) | 1097 | 1408 | 956 | 1477 | 1765 | 2045 | 2330 | 2789 | 3530 |
| Wholesale Trade | 1100 | 807 | (D) | 1184 | 1981 | 2393 | 2790 | 3197 | 3835 | 4950 |
| Retail Trade | 9432 | 12501 | 17897 | 19065 | 26699 | 31540 | 36452 | 41111 | 48264 | 62879 |
| Finance, Ins., & R.E. | 1054 | 4145 | 3063 | 3840 | 6246 | 7768 | 9217 | 10604 | 12775 | 16542 |
| Services | 10698 | 14687 | 25516 | 24640 | 4060 | 52014 | 62921 | 73553 | 91482 | 122967 |
| Total Government | 6916 | 9097 | 12496 | 12887 | 18373 | 21345 | 24474 | 27849 | 33355 | 43113 |
| Federal, Civilian | 2257 | 2973 | 2906 | 2751 | 3531 | 3906 | 4269 | 4622 | 5203 | 6302 |
| Federal, Military | 252 | 313 | 288 | 363 | 402 | 423 | 444 | 466 | 517 | 631 |
| State and Local | 4407 | 5811 | 9304 | 9773 | 14440 | 17016 | 19761 | 22761 | 27835 | 36180 |

Table Notes

(D) Not shown to avoid disclosure of confidential information, data are included in higher level totals. Projected two-digit employment data in manufacturing are shown only for selected industries, therefore they will not add to total durable employment and total nondurable employment. Historical two-digit manufacturing employment data are presently unavailable for publication. (L) Denotes absolute dollar values less than \$500.00.

Source: County-Level Projections of Economic Activity and Population Tennessee, 1990 – 2035.

APPENDIX D
Travel to Gatlinburg
1986 and 1989

| | 1986 | | 1989 |
|--|------|--------------------------|------|
| 7.2 million person trips | | 6.0 million person trips | |
| 3.3 million trips | | 2.4 million trips | |
| 2.2 members/households | | 2.5 members/household | |
| TRAVEL BY QUARTERS | | | |
| January – March | 10% | Spring | 15% |
| April – June | 24% | Summer | 41% |
| July – September | 43% | Autumn | 22% |
| October – December | 23% | Winter | 10% |
| CENSUS REGION OF VISITORS' RESIDENCES | | | |
| New England | 1% | | NA |
| Mid Atlantic | 4% | | NA |
| South Atlantic | 32% | | 27% |
| East South Central | 23% | | 28% |
| West South Central | 7% | | NA |
| East North Central | 29% | | 27% |
| West North Central | 3% | | NA |
| Mountain | 1% | | NA |
| Pacific | 1% | | NA |
| MARITAL STATUS | | | |
| Married | 65% | | 73% |
| Single | 20% | | NA |
| Separated | 1% | | NA |
| Divorced | 5% | | NA |
| Widowed | 8% | | NA |
| SEX | | | |
| Male | 52% | | 50% |
| Female | 48% | | 50% |
| RACE | | | |
| White | 94% | | NA |
| Black | 3% | | NA |
| Hispanic | 2% | | NA |
| Asian | 1% | | NA |
| Other | 0.5% | | NA |

AGE

| | | |
|---------------|-----|-----|
| 18 – 24 years | 13% | 6% |
| 25 – 34 years | 22% | 21% |
| 35 – 44 years | 15% | 26% |
| 45 – 54 years | 17% | 18% |
| 55 – 54 years | 14% | 14% |
| 65 + years | 17% | 13% |

EDUCATION

| | | |
|-----------------------|-----|-----|
| Less Than High School | 25% | 22% |
| High School Complete | 39% | 46% |
| College Incomplete | 16% | 13% |
| College Complete | 12% | 13% |
| Graduate Work | 7% | 5% |

OCCUPATION

| | | |
|--------------------------|-----|-----|
| Professional, Managerial | 10% | 10% |
| Lower Lever Technical | 12% | 28% |
| Clerical, Sales | 15% | 14% |
| Blue Collar | 19% | 19% |
| Household Service | 3% | 5% |
| Retired | 20% | 15% |
| Unemployed | 4% | 1% |
| Other | 15% | 7% |

HOME OWNERSHIP

| | | |
|------|-----|-----|
| Own | 79% | 78% |
| Rent | 19% | NA |

INCOME

| | | |
|---------------------|-----|-----|
| Less than \$10,000 | 6% | 6% |
| \$10,000 - \$19,999 | 23% | 18% |
| \$20,000 - \$29,999 | 29% | 17% |
| \$30,000 - \$39,999 | 21% | 30% |
| \$40,000 + | 21% | 30% |
| No Answer | NA | 11% |

HOUSEHOLD STRUCTURE

| | | |
|--------------------------------|-----|-----|
| One Adult | 17% | 15% |
| Single Adult w/ Children | 2% | 4% |
| Two or More Adults | 45% | 45% |
| Two or More Adults w/ Children | 35% | 36% |

HOUSEHOLD SIZE

| | | |
|---------------|-----|-----|
| One Person | 17% | 15% |
| Two Persons | 35% | 38% |
| Three Persons | 17% | 20% |
| Four Persons | 16% | 15% |
| Five Persons | 14% | 11% |

PRIMARY PURPOSE OF TRIP

| | | |
|------------------------------|----|-----|
| Visit w/ Friends | NA | 7% |
| Convention, Seminar, Meeting | NA | 1% |
| Business | NA | 3% |
| Outdoor Recreation | NA | 12% |
| Entertainment | NA | 62% |
| Personal | NA | 4% |
| Other | NA | 10% |
| No Answer | NA | 1% |

LIKELIHOOD OF RETURNING

| | | |
|----------------|----|-----|
| Definitely | NA | 42% |
| Probably | NA | 29% |
| May or May Not | NA | 13% |
| Probably Not | NA | 10% |
| Definitely Not | NA | 5% |
| No Answer | NA | 1% |

SATISFACTION WITH VISIT

| | | |
|----------------------|----|-----|
| Extremely Satisfied | NA | 53% |
| Very Satisfied | NA | 23% |
| Satisfied | NA | 17% |
| Somewhat Unsatisfied | NA | 2% |
| No At All Satisfied | NA | 4% |
| No Answer | NA | 1% |

APPENDIX E
Ten-year Trends in Demographic Characteristics, 1975 -1985
Great Smoky Mountains National Park

| Characteristic Type | Year | | | |
|---|-----------------|----------------|-----------------|----------------|
| | 1985 n=1,595 | 1980 Census | 1975 n=5,243 | 1970 Census |
| Mean age | 37* | 30 | 35** | 28 |
| Percent male | 48* | 49 | 50** | 49 |
| Percent white | 98 | 83 | 97 | 88 |
| Percent married | 86 | 66 | 87 | 72 |
| Income > \$20,000 in current dollars (%) | 82 | 52 | 41 | 25 |
| Income > \$20,000 in constant dollars (%) * | ** 31 | 24 | 26 | 19 |
| Attended college (%) | 46 | 16 | 51 | 11 |

*All car occupants were included in the analysis. Therefore, for these figures, n=5,107, which includes all the members of groups associated with the survey respondents.

**For these figures, n=14,568, which includes all the members of groups associated with the survey respondents.

***Constant dollars is based on the implicit price deflator for the gross national product using 1972 as the base year, where \$100 = \$100.

Source: Visitor Use Patterns at Great Smoky Mountains National Park. National Park Service Research/Resources Management Report SER-90, August 1988.

APPENDIX F
Number of Visits, 1985-1989
Great Smoky Mountains National Park

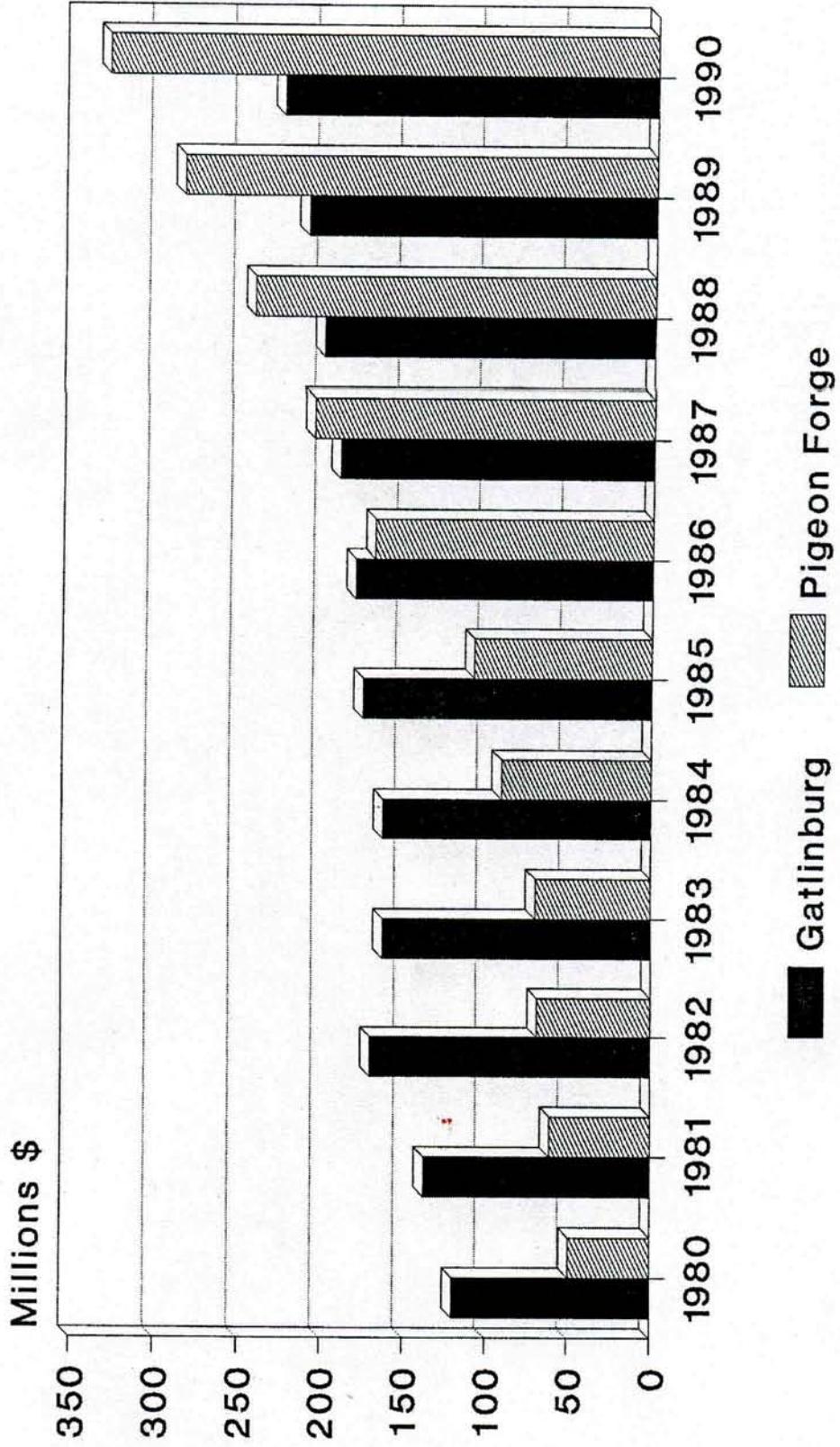
| Month | 1985 | 1986 | 1987 | 1988 | 1989 |
|-----------------------------|-----------|-----------|------------|-----------|-----------|
| January | 174,000 | 206,500 | 260,147 | 169,020 | 213,529 |
| February | 198,400 | 200,300 | 227,936 | 175,550 | 199,584 |
| March | 422,000 | 456,900 | 414,925 | 309,014 | 340,842 |
| April | 598,900 | 648,900 | 569,557 | 504,296 | 506,690 |
| May | 631,700 | 825,400 | 868,493 | 664,326 | 812,193 |
| June | 1,215,800 | 1,283,500 | 1,316,700 | 1,245,652 | 1,195,096 |
| July | 1,610,600 | 1,761,918 | 1,627,542 | 1,669,578 | 1,339,906 |
| August | 1,391,100 | 1,400,438 | 1,512,738 | 1,470,611 | 1,230,564 |
| September | 996,000 | 920,431 | 990,046 | 986,914 | 809,478 |
| October | 1,340,400 | 1,285,355 | 1,576,500 | 969,400 | 1,076,715 |
| November | 503,200 | 560,364 | NA | 389,500 | 418,785 |
| December | 237,200 | 286,364 | NA | 232,286 | 190,171 |
| Totals | 9,319,300 | 9,836,370 | NA | 8,786,147 | 8,333,553 |
| GSMNP Adjusted Totals | 9,319,300 | 9,836,000 | 10,210,000 | 8,771,000 | 8,338,000 |

NA: Not Available

Source: East Tennessee Development District Economic Statistics, 1986-1990.

APPENDIX G

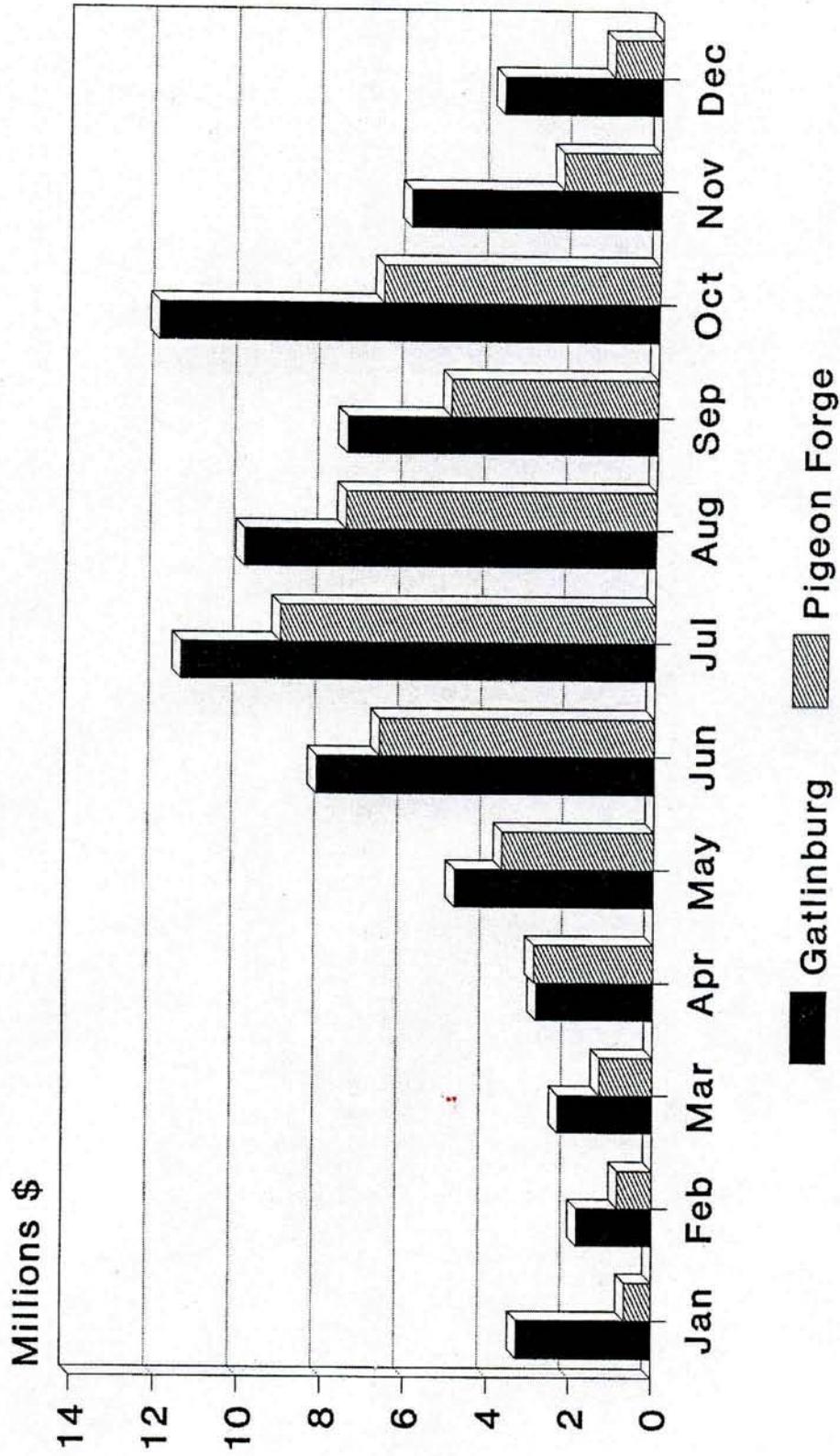
Total Business Volume, 1980 - 1990 Pigeon Forge and Gatlinburg, Tennessee



Source: The Mountain Press. Vol. 1-91, No. 46, p.1, Feb. 22, 1991. Sevier County, Tennessee.

APPENDIX G

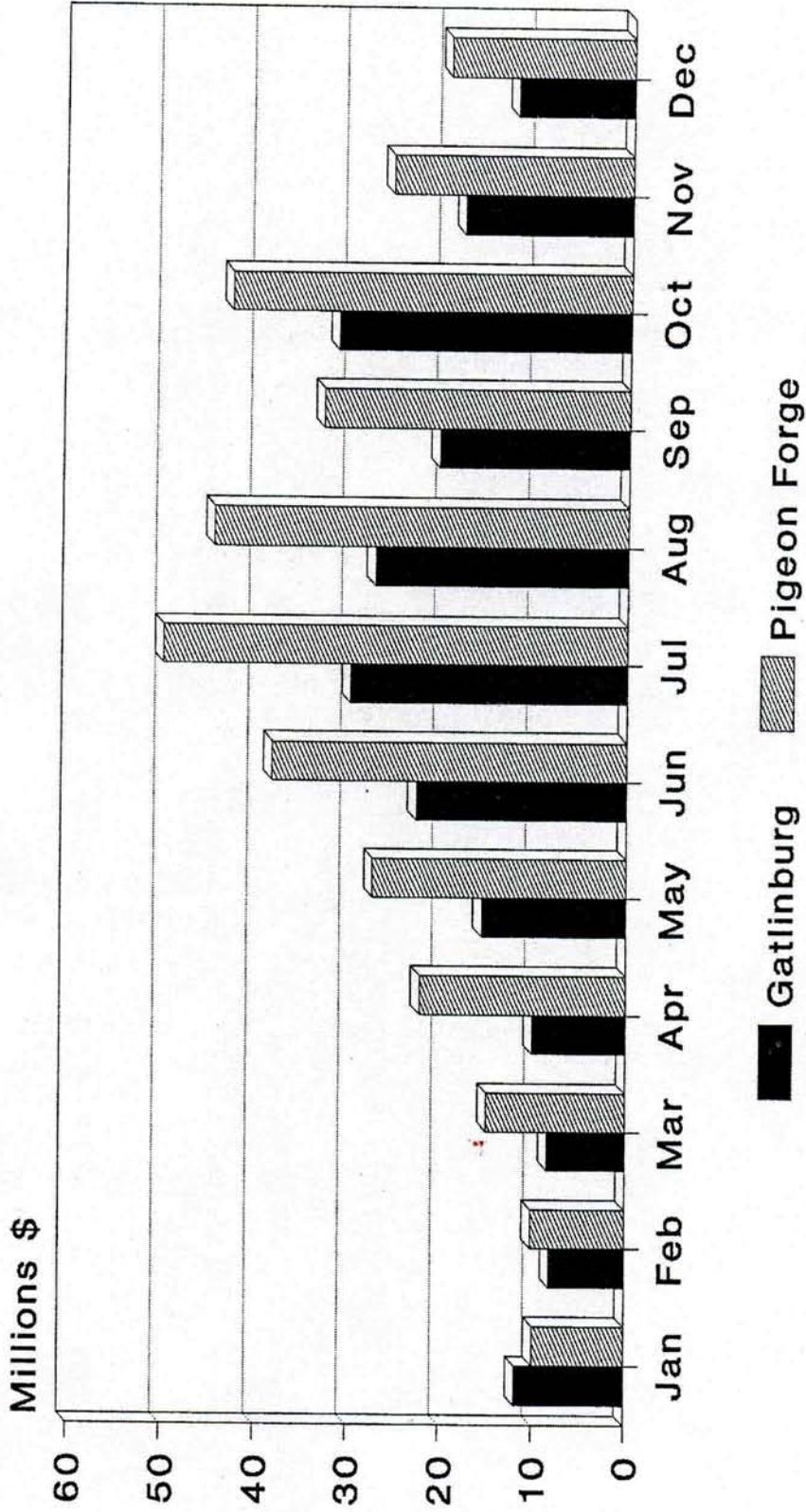
1990 Hotel-Motel Revenues Gatlinburg and Pigeon Forge, Tennessee



Source: The Mountain Press. Vol. 1-91, No. 46, p.2, Feb. 22, 1991. Sevier County, Tennessee.

APPENDIX G

1990 Combined Gross Revenues Gatlinburg and Pigeon Forge, Tennessee



Source: The Mountain Press. Vol. 1-91, No. 46, p.2, Feb. 22, 1991. Sevier County, Tennessee.

APPENDIX H
Hotel/Motel - Condo/Chalet Counts, 1988
Gatlinburg, Tennessee

| | |
|---|--------|
| HOTELS/MOTELS- | |
| Total Number of Hotels/Motels | 107 |
| Total Number of Rooms | 6,167 |
| Total Pillow Count @ 4 Each | 24,668 |
| | |
| Motels 50 Rooms and Under | 65 |
| % of Total | 60% |
| Total Number of Rooms | 1,677 |
| % of Total | 27% |
| | |
| Hotels 50 Rooms and Over | 42 |
| % of Total | 40% |
| Total Number of Rooms | 4,490 |
| % of Total | 73% |
| PROPERTIES THAT CLOSE IN WINTER (NOV. 1 – MARCH 31) | |
| Motels | 33 |
| Percentage of Total | 30% |
| Total Number of Units | 912 |
| Percentage of Total | 15% |
| | |
| Properties 25 Units or Under | 18 |
| 26 – 50 Units | 11 |
| Over 50 Units | 4 |
| CONDOS/CHALETS | |
| Total Number of Management Companies | 56 |
| Chalet | 43 |
| Condo | 13 |
| | |
| Total Number of Units | 1,415 |
| Chalets | 601 |
| Condos | 814 |
| | |
| Total Pillow Count | 5,244 |
| Chalets | 3,432 |
| Condos | 1,812 |
| GRAND TOTAL OF LODGING COMPANIES | |
| | 163 |
| GRAND TOTAL UNITS | 7,582 |
| GRAND TOTAL OF PILLOW COUNT | 30,328 |

Source: City of Gatlinburg

