City of Olive Branch
Mississippi

Comprehensive Plan 2040
A Vision Forward

Adopted August 18, 2020
COMPREHENSIVE PLAN 2040

CITY OF OLIVE BRANCH, MISSISSIPPI

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Chapter 1

INTRODUCTION

What is a Comprehensive Plan?
The Comprehensive Plan acts as a blueprint guiding future growth, development, and conservation for an entire community.
INTRODUCTION

What is a Comprehensive Plan?

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

The Mississippi Code defines a comprehensive plan as follows:

§ 17-1-1. Definitions.

(c) “Comprehensive plan” means a statement of public policy for the physical development of the entire municipality or county adopted by resolution of the governing body, consisting of the following elements at a minimum:

(i) Goals and objectives for the long-range (twenty (20) to twenty-five (25) years) development of the county or municipality. Required goals and objectives shall address, at a minimum, residential, commercial and industrial development; parks, open space and recreation; street or road improvements; public schools and community facilities.

(ii) A land use plan which designates in map or policy form the proposed general distribution and extent of the uses of land for residences, commerce, industry, recreation and open space, public/quasi-public facilities and lands. Background information shall be provided concerning the specific meaning of land use categories depicted in the plan in terms of the following: residential densities; intensity of commercial uses; industrial and public/quasi-public uses; and any other information needed to adequately define the meaning of such land use codes. Projections of population and economic growth for the area encompassed by the plan may be the basis for quantitative recommendations for each land use category.

(iii) A transportation plan depicting in map form the proposed functional classifications for all existing and proposed streets, roads and highways for the area encompassed by the land use plan and for the same time period as that covered by the land use plan. Functional classifications shall consist of arterial, collector and local streets, roads and highways, and these classifications shall be defined on the plan as to minimum right-of-way and surface width requirements; these requirements shall be based upon traffic projections. All other forms of transportation pertinent to the local jurisdiction shall be addressed as appropriate. The transportation plan shall be a basis for a capital improvements program.

(iv) A community facilities plan as a basis for a capital improvements program including, but not limited to, the following: housing; schools; parks and recreation; public buildings and facilities; and utilities and drainage.
Section 17-1-11 states that “The governing authority of each municipality and county may provide for the preparation, adoption, amendment, extension and carrying out of a comprehensive plan for the purpose of bringing about coordinated physical development in accordance with present and future needs and may create, independently or jointly, a local planning commission with authority to prepare and propose (a) a comprehensive plan of physical development of the municipality or county; (b) a proposed zoning ordinance and map; (c) regulations governing subdivisions of land; (d) building or setback lines on streets, roads and highways; and (e) recommendations to the governing authorities of each municipality or county with regard to the enforcement of and amendments to the comprehensive plan, zoning ordinance, subdivision regulations and capital improvements program.”
Chapter 2
CURRENT CONDITIONS

CITY HISTORY
ANNEXATION HISTORY
REGIONAL GEOGRAPHY
WATERSHEDS, FLOODPLAINS, AND WETLANDS
GROUNDWATER
SOILS
DEVELOPMENT FOOTPRINT
EXISTING TRANSPORTATION SYSTEMS
ACTIVE TRANSPORTATION NETWORK
DEMOGRAPHIC ANALYSIS
• Population Projections
• Racial Composition
• Educational Attainment
• Housing Characteristics
SALES TAX DIVERSIONS
Olive Branch is renowned for its quality of life, which has helped the City grow and prosper throughout its history.
CITY HISTORY

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

In the early 1840s, the area was known as “Watson’s Corner,” after Methodist minister Sam Watson. By the mid-1840s there was enough of a population in the area to merit the establishment of a post office. When asked, the residents of the area selected the name “Olive Branch,” which remains the City’s name to this day. Olive Branch, Mississippi was incorporated in 1874, and elected Ben Wesson as the first Mayor. His home, the Wesson House, constructed in 1875, stands in Old Towne.

Olive Branch remained a relatively small community from its founding up until the 1960s. In 1971, Holiday Inn constructed the Holiday Inn University and Conference Center to the east of town. At the same time, Holiday Inn helped build an industrial park airport. The industrial park attracted 26 industries in its first six years of operation employing over 1,500 people.
These economic initiatives coincided with the first population boom for the area, which saw Olive Branch increase from just over 600 people in 1960 to more than 2,000 by 1980. During the mid-1990s, Olive Branch saw major residential development and growth. By the year 2000, the population had increased to 21,054 from 3,567 at the 1990 U.S. Census. The City is renowned for its quality of life and the quality of its schools, which have helped the City continue to grow. The 2010 U.S. Census reported the population as 33,484, illustrating that Olive Branch continues to grow rapidly.

**ANNEXATION HISTORY**

Over the past 30 years, Olive Branch has experienced exponential growth. According to U.S. Census Bureau statistics, the City’s population grew from 3,567 in 1990 to 33,484 in 2010. Part of this growth came through expansion of the City’s boundaries by annexation. Since its incorporation as a municipality in 1874, Olive Branch has enlarged its corporate boundaries numerous times by annexation. In more recent years, Olive Branch annexed northward to the Tennessee state line in 1990, and the City annexed west to Malone Road and south to College and Church Roads in 1996, as depicted in Figure 2.1.

The 1996 annexation was the City of Olive Branch’s last major expansion of its boundaries to include residential and commercial growth areas. In addition, Olive Branch completed small annexations in 1998 and 2015 of properties for the specific purpose of future industrial sites, as also depicted in Figure 2.1.

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

While the 1996 annexation was Olive Branch’s most recent large, comprehensive annexation, the City has been considering annexation of additional areas to the south and east of the existing City since at least 2003. To set the stage for future annexation into these growth areas to the south and east, Olive Branch has made tangible infrastructure improvements and extended municipal services to these areas over the past 20 years. Such infrastructure improvements and services have included the acquisition of numerous private utility systems in the areas, extensions of the City’s existing water, sewer, and natural gas systems into the areas, and the creation of a municipal fire district which provides 24-hour-a-day, 7 days a week fire protection by the City of Olive Branch Fire Department (including an Olive Branch fire station in the area which is staffed around the clock by Olive Branch firefighters and equipment) to a portion of the area.
Olive Branch’s extension of water, sewer, and natural gas utilities in these areas surrounding the existing City has certainly contributed to extensive spillover development, both residential and commercial, in the areas to the south and east of the existing City. Further, the recent completion of Interstate 269 south of the existing corporate boundaries of Olive Branch will also contribute to changing traffic and development patterns, and will likely also influence the City’s future growth to the south and east.

**REGIONAL GEOGRAPHY**

Olive Branch is located in North Mississippi within the Memphis Metropolitan Statistical Area (MSA). It is the 6th largest municipality in the Memphis metropolitan area, and the 9th largest in Mississippi. Proximity to these metropolitan areas is shown in Figure 2.2.

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

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

![Figure 2.2 Olive Branch Location Map](image)
WATERSHEDS, FLOODPLAINS, AND WETLANDS

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

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

GROUNDWATER

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

Olive Branch is located in the North Central Hills region of Mississippi, which is characterized by bands of sand and clay soils not generally suitable for large scale agriculture. Though the City is not as hilly as many parts of North Mississippi, there are areas of problematic sloping. Ideal building conditions are on slopes of less than 10 percent (<10). Ten to 25 percent slopes can be developed, but will incur additional development costs to avoid instability and erosion. Generally, slopes over 25 percent (>25) are unsuitable for urban development. Only about 18 percent of the City has slopes over 15 percent. The USGS rates approximately 94 percent of the land in Olive Branch as “Very Limited” for septic tank usage, which means that relatively dense development (more than one [1] unit per acre) will probably need to be connected to a central sewer system.

DEVELOPMENT FOOTPRINT

Figure 2.5 displays the areas of Olive Branch that are developed as of 2018. The areas in pink are lands that have been developed prior to 2016, and are still developed. The areas in red were developed between 2016 and 2018. The areas in green are undeveloped land, some of which could possibly be constrained by environmental conditions or pending development plans.

Roughly 61 percent of the acreage of Olive Branch was developed land in 2016, with that percentage increasing to roughly 63 percent in 2018. Between 2016 and 2018, the percentage of developed land increased at a rate of about one (1) percent per year. A majority of the current City is already built out, which will hinder future growth as the availability of buildable land continues to shrink. Figure 2.5 does not show environmental constraints; therefore, the percentage of land that is vacant and unconstrained is not indicated.
EXISTING TRANSPORTATION SYSTEMS

Olive Branch’s transportation network includes a variety of facilities that supports numerous modes of travel, including automobile, truck, rail, bicycle, pedestrian, and air. Olive Branch Engineering and Public Works Departments oversee the maintenance of over 240 miles of local streets and sidewalks. Olive Branch’s street network contains a variety of street types that serve various functions. Arterial roads such as US-78 (I-22) are east/west, and MS-305 are north/south routes, serving as the main corridors into the Memphis metropolitan area. MS-302 is an east/west route that serves as the main corridor into Southaven. Major collector roads are generally set up on a two-mile grid pattern and include Craft Road, Pleasant Hill Road, Hacks Cross Road, Stateline Road, Church Road, and Old 78 (178). Local roads are generally constrained by the bounds of subdivisions, with individual subdivisions having two or three exits.

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

ACTIVE TRANSPORTATION NETWORK

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

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

SOURCE: Photo VeryWellFamily.com

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

SOURCE: Hikinginmississippi.com
Olive Branch, like many municipalities across Mississippi and the nation, is experiencing an increase in demand for bicycle and pedestrian mobility options. Currently, there are about six (6) miles of bike lanes in the City, while the City is continuing to connect various segments of sidewalks. The City is working to expand and connect bicycle lanes throughout the City. The goal is to have a well-connected system that will allow residents to walk and bike all around the City safely and efficiently.

**DEMOGRAPHIC ANALYSIS**

This demographic analysis is a compilation of information such as population, race, age, housing, and economic data to establish a community profile. The majority of the data analyzed comes from the United States Census Bureau, which is updated every ten years, or yearly, depending on the data set. Establishing the community profile is an important step in understanding how the City of Olive Branch has evolved over the past 30 years, and will continue to evolve into the future.

![Figure 2.6 Historic Population of Olive Branch](image)

**Population Analysis**

Figure 2.6 illustrates Olive Branch’s incremental, but consistent, growth between 1900 and 1960. In 1970, the population began to grow at an ever-expanding rate as a result of spillover effects of growth in Memphis, TN, and various City annexations in the 1980s and 1990s. Map 2.1 shows the population concentration from the 2010 Census based upon individual blocks. Each dot represents one (1) person living in each Census Block. Based on Census Block data, the map does not show the exact location of where residents live.
### Natural Increase and Migration

Between the years 2000 and 2010, the population of Olive Branch increased by 12,430 residents. Figure 2.7 shows growth broken down by natural increase (the number of births minus the number of deaths occurring within the City limits) and in-migration (people moving into the City of Olive Branch during the ten-year time frame). Of the 12,430 additional residents, about 80 percent were new residents moving into the City. The large number of residents from in-migration illustrates that Olive Branch is seen as an attractive City for relocation. This is an important trait as the City pursues continued growth. An additional 2,640 residents from natural increase is an important component of growth, as it illustrates that Olive Branch is perceived as an attractive City to raise a family.

### Population Pyramids

Population pyramids show the distribution of residents in 5-year age-groups, broken down into male and female. Like a pyramid, the younger age groups are generally larger than the older populations, forming the base of the pyramid. Bulges in the pyramid indicate a larger population in the age groups around the bulge, and help identify the age groups a city is attracting. Figures 2.8 and 2.9 show the 2000 and 2010 population pyramids for Olive Branch. These population pyramids have bulges in the under-20 age groups, as well as the 30 to 45-year age groups. A large younger population (or base of the pyramid) represents stability, especially if a majority of that population stays in Olive Branch to raise children. Because the next bulge in the pyramid is middle age cohorts (the age of most parents), keeping children in Olive Branch as they age should be a priority to help the city continue to grow. Olive Branch is a destination for families and maintaining its appeal to families will continue to be important over the next 30 years.
Figure 2.8 Population Pyramid, 2000

Figure 2.9 Population Pyramid, 2010
SOURCE: U.S. Census Bureau Decennial Census Data: Sex by Age Summary File 2000 and 2010
Population Projections

Olive Branch has seen tremendous growth over the last 30 years, growing from a relatively small town of 3,567 in 1990 to a major City of over 36,000 by the year 2017. Between the 2000 and 2010 censuses, the City of Olive Branch’s population grew at a rate of over five (5) percent a year; however, between the years 2010 and 2017, the growth rate slowed to 1.2 percent a year. In order to understand how this previous growth will impact future populations, projections for the year 2040 were used to estimate growth.

Growth has occurred so quickly in Olive Branch that common projections methods (such as IHL proportional method, average growth rate, or the least squared method) produced projections much too high to estimate a realistic future population, i.e., a population of 258,000 by the year 2040.

Instead, a projection method was formulated using the 2010 U.S. Census Bureau population as a starting point (33,484). Next, an average of 2.6 persons per dwelling unit was calculated using the 2010 dwelling units for Olive Branch. Between 2010-2015 and 2015-2019, there were 920 and 1,295 building permits issued respectively.

Using the 2.6 persons per dwelling unit multiplied by the number of building permits, the 2015 population was estimated to increase by 2,392 persons, while the 2019 population was estimated to increase by 3,367. To get the 2020 population, 3,367 was divided by 4 years (2015-2019) to get an additional 842 residents, meaning the population is estimated to have increased by 4,209 residents between 2015 to 2020.

As shown on Figure 2.10, the 2015 population was projected at 35,876 while the 2020 population was projected to be 40,085 residents. After calculating the 2020 population, an additional 14,137 residents were added, taking into account Olive Branch’s pending annexation. For the purposes of this plan and this population projection, the future population of Olive Branch is projected to include residents living in the annexation areas.

In order to come up with a low, middle, and high population projection, the slope of the 2010-2020 line was broken into three segments:

- Low projection: the 2010-2015 population increase, where 2,392 residents were added.
- Middle projection: the average population increase from 2010-2020, where an average of 3,301 residents were added every five years.
- High projection: the 2015-2020 increase, where 4,209 residents were added.

On the lower end, the 2040 population for Olive Branch is estimated to be just under 64,000 residents. On the higher end, the 2040 population is estimated to be just over 71,000 residents. Actual growth rates will be determined by many factors both within and outside of the City’s control, such as national economic and housing trends, regional level growth patterns, and local government housing policy among various others.
Figure 2.10 Olive Branch Population Growth Estimates 2010 thru 2040
Source: Slaughter and Associates calculations, Olive Branch Planning Department, U.S. Census Bureau
Racial Composition

As seen in Figure 2.11, Olive Branch’s racial composition has changed dramatically over the past 20 years. While Olive Branch continues to have a majority white population, minorities such as African Americans represent a larger percent of the population. Because of explosive growth between these two censuses, every race the census measures increased dramatically. Having a diverse community is an important aspect of a growing and thriving City, helping to attract more residents to the City.

Educational Attainment

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

As shown on Figure 2.12, Olive Branch exhibits the educational attainment levels attractive to employers. A well educated work force can help bring good paying jobs to the City, and strengthen the local economy. Attracting and keeping highly educated workers will be an important goal for the City to focus on over the next 30 years.

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<td>Total Population</td>
<td>21,054</td>
<td>33,484</td>
<td>59.0%</td>
</tr>
<tr>
<td>White</td>
<td>18,233</td>
<td>23,940</td>
<td>31%</td>
</tr>
<tr>
<td>Black</td>
<td>2,379</td>
<td>7,743</td>
<td>225%</td>
</tr>
<tr>
<td>American Indian</td>
<td>42</td>
<td>61</td>
<td>45%</td>
</tr>
<tr>
<td>Asian</td>
<td>87</td>
<td>435</td>
<td>400%</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td>1</td>
<td>23</td>
<td>2200%</td>
</tr>
<tr>
<td>Other</td>
<td>312</td>
<td>1,282</td>
<td>311%</td>
</tr>
</tbody>
</table>

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

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

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

Households and Families

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

Housing Occupancy, Unit Type, and Age

According to the Census Bureau, Olive Branch gained 5,007 housing units from 2000 to 2010 (up from 7,935 to 12,942). Of those housing units, 864 (6.7 percent) were vacant in 2010, a slight increase from 2000 (389, or 4.9 percent). Between 2000 and 2010, the percentage of renter-occupied and owner-occupied housing units remained steady. As of 2010, about 19 percent of housing units in Olive Branch are renter-occupied housing units and about 80 percent are owner-occupied housing units. Generally, Olive Branch has a lower percentage of renters than the rest of Mississippi.

The Census Bureau American Community Survey 2017 estimates that about 87.4 percent of all residential units in Olive Branch are single family, detached homes. (Shown in Figure 2.13) Mobile and manufactured homes represented about 2.5 percent of residences, and multi-family units account for 10 percent of all housing units.

These percentages illustrate that Olive Branch is a predominantly single family, owner-occupied City. This is indicative of the number of families, and the desire of most families to own their homes. It will also be important for Olive Branch to invest in different housing types to help accommodate all residents. According to 2017 estimates, about 5.7 percent of the housing stock in Olive Branch was constructed prior to 1970. Almost 70 percent of the housing stock was built between 1990 and 2009. About 5.2 percent of homes have been built since 2010, as a result, there are as many new homes as there are older houses built before 1970.
### Income Characteristics

The American Communities Survey (ACS) is a survey conducted by the U.S. Census Bureau to estimate data between decennial censuses. The ACS 5-year estimates provide data for household income, as well as housing affordability and other economic indicators that explain the health of a City and its residents. Figure 2.14 shows that the ACS estimates that in 2010, approximately 3.5 percent of all families and 4.6 percent of individuals in Olive Branch were living below the poverty line, a slight decrease from 2000. These numbers are well below the national average for poverty (about 12.3 percent). Even though a percentage of Olive Branch residents are living in poverty, the City continues to strive towards providing a community for everyone, even those on fixed or limited incomes. From 2000 to 2010, the median income rose 25.1 percent to $69,030. Over that ten-year period, the percentage of households earning at the top end of the income spectrum (over $75,000) grew significantly, with almost half of Olive Branch’s households moving into the higher income bracket. At the same time, households earning less than $10,000 shrunk by 36 families. In terms of overall percentages, the strong growth in the higher income population and shrinking households in the lower income brackets, confirms the City’s relatively low poverty rate. Continued growth in the upper income brackets bodes well for the economic future of Olive Branch.
SALES TAX DIVERSIONS

The Mississippi Department of Revenue (MDR) tracks all retail sales for cities and counties. The City of Olive Branch, like all incorporated areas in the State of Mississippi, receives an 18.5 percent diversion of sales tax purchases within the incorporated areas. Over the past 10 years, Olive Branch sales tax diversions have continued to rise. Sales tax diversions declined during the 2008-2010 financial crisis. Post-recession, sales tax diversions have seen steady growth. Currently, about $10.5 million comes into the City from annual diversions. Figure 2.15 illustrates the growth in sales tax diversions since 2008.
Chapter 3
GUIDING PRINCIPLES

Introduction
Goals, Objectives & Policies
Olive Branch is first and foremost a residential community, with neighborhoods as the central unit of growth.
INTRODUCTION

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

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

Land Use and Development

Olive Branch’s land use is well distributed, and is typical for a City of Olive Branch’s size. Commercial uses are generally found along the major highways and roads, such as MS Highway 305, MS Highway 302, MS Highway 178, Craft Road, and Hacks Cross Road. Residential developments are dispersed throughout the City, with the major neighborhoods being located in almost every corner in the City. As discussed in the Land Use Plan (Chapter 4), residential land uses are the most common land use in Olive Branch. Industrial uses are concentrated in three main areas: the northeast corner of the City near the Olive Branch municipal airport, near the I-22 and MS Highway 305 junction, and along MS Highway 178 near the Mississippi and Tennessee border. Goals, objectives for land use and development focus on how to Olive Branch can separate these distinctive land uses in an efficient and equitable way, and strengthen current development patterns.
Transportation
The transportation system in Olive Branch is dominated by major highways and thoroughfares. MS Highway 302 (Goodman Road) bisects the City running east and west, while major north/south routes consist of MS Highway 305, Hacks Cross Road, and Craft Road. Interstate 22 and MS Highway 178 run Northwest/Southeast through the middle of the City and the recently completion of Interstate 269 created several new major interchanges.

On top of these major roadways, there are numerous smaller roads that help residents travel around Olive Branch. In terms of pedestrian friendly transportation networks (bicycle routes, trails, and sidewalks), expansion is needed. Most of the bicycle network is shared road lanes, with bicycles and automobiles sharing the same lane.

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

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

Goals and objectives focus on community facilities and ask if the needs of residents are currently being met, as well as how additional amenities would improve the overall community.
GOALS, OBJECTIVES & POLICIES

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

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

Policies:

1.1.1 The Future Land Use Categories describe “place types” for living, working, shopping, and recreational activities with the intent that Olive Branch grows as a “full-service” city with an emphasis placed on economic development.

1.1.2 The Future Land Use Map appropriately designates land area for different forms of residential, commercial, office, institutional, and industrial growth, mixed use centers, and areas to be preserved as farmland and environmentally sensitive and valuable open spaces.

1.1.3 New residential growth will be primarily comprised of single-family homes, but the Future Land Use Plan recognizes the need for diversification of the City’s housing stock. In accordance with zoning requirements, attached dwelling units may be provided in the form of townhomes and single-story condominiums, which are often associated with age-in-place facilities and senior housing. High Density Residential Future Land Uses which allow new, single-use apartment complexes are less favored than an alternative consisting of live-work units and loft apartments over ground level retail or office uses which are encouraged within the “Mixed Use Activity Center” designation.

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

Policies:

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

1.2.2 The ULDC will incorporate the City’s Zoning Code with updated provisions from the Design Review Ordinance (architectural standards, landscape, and lighting regulations).

1.2.3 The ULDC will update its buffering requirements between uses deemed to be incompatible by promoting the preservation and enhancement of naturally vegetated areas where feasible.
1.2.4 The ULDC will incorporate Subdivision Regulations with updated provisions to clarify review and approval procedures and requirements for design and installation of project infrastructure, including roads, utilities, and stormwater management facilities.

1.2.5 The ULDC will include access management provisions intended to minimize curb cuts near major intersections, align ingress/egress driveways, and require street, driveway, or parking lot connectivity where feasible.

1.2.6 The ULDC will incorporate provisions for clustering residential development in planned zoning districts, which is part of the Future Land Use Plan.

1.2.7 Consideration will be given to incorporating locational criteria and conditional use provisions in the ULDC for convenience stores with fuel pumps that recognize the need for these facilities to be accessible to population centers, while emphasizing buffering and aesthetics. If properly developed, it is recognized that this use may be appropriate in multiple future land use categories.

1.2.8 Following adoption of the ULDC, the City will evaluate its effectiveness and propose updates on a 3 to 5-year cycle.

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

Objective 2.1: The City will develop a structured and financially feasible 5-year Capital Improvements Program (CIP) within two years of Plan adoption.

Policies:

2.1.1 Identifiable CIP projects will include those categorized in the areas of transportation, utilities and stormwater management, parks, and public facilities.

2.1.2 CIP projects should be identified and prioritized based on factors such as public safety, demand, quality of life, enhancement of economic development opportunities, and prospective return on investment.

2.1.3 As part of its CIP, consideration will be given to making annual budget allocations in fixed amounts for funding small scale projects, or segments of CIP projects, such as sidewalk connections, landscape beautification, signage, etc.

2.1.4 The City will consider pursuing outside grants and providing matching funds for CIP projects.
Objective 2.2: The City will continue efforts to have an effective, safe, and efficient transportation system available for vehicular traffic, cyclists, and pedestrians.

Policies:

2.2.1 Due to the expense of transportation projects and the extensive length of time it takes from conception of a project to complete its construction, the City will consider the need for supplemental long-range transportation planning.

2.2.2 The City’s top priority for transportation projects carrying the State route designation is the widening of HWY 305 from Church Road to the I-269 interchange.

2.2.3 The City will pursue other long-range projects with a priority on improving east-west connectivity, access, and capacity to and across HWY 78 / I-22. These include, but are not necessarily limited to a new bridge and interchange at State Line Rd. and the widening of the bridge over HWY 78 / I-22 at its interchange with Craft Rd.

2.2.4 The City will require the extensions and widening of “Section line” roads where it is physically feasible. Establishment of a road system on a one-mile grid pattern is a long standing policy of DeSoto County and all of its municipalities. Section line roads may be classified and designed to different standards, with some intended to relieve traffic from the City’s most congested facilities.

2.2.5 The City will continue to seek federal funding support for transportation projects through its participation in the Metropolitan Planning Organization (MPO). Projects for road widening and intersection improvements must be included in the MPO’s Long Range Transportation Plan (LRTP) to be eligible for funding as part of its Transportation Improvement Program (TIP).

2.2.6 To better promote the development of “complete streets,” desirable right-of-way cross-sections will be established for collector and arterial roads. Urban road cross-sections shall include curb, gutter, and sidewalks, with the addition of bike lanes as an alternative on designated routes.

2.2.7 Traffic circles and medians will be considered to calm and manage traffic, and to improve aesthetics.

2.2.8 In the interest of providing pedestrian connectivity and improved traffic management, new subdivisions will be required to connect to existing stubbed-out roads where feasible and to install road stub-outs for connections to future subdivisions.

2.2.9 In the event there are no short or intermediate plans to widen a roadway, a new development project may be provided with the option to install acceleration or deceleration lanes to facilitate turning movements and pay a proportional and appropriate fee in lieu of construction for full property frontage improvements (i.e. travel lanes, curb, gutter, and sidewalks) that would otherwise be required.
2.2.10 In the event a new development project is approved along a roadway already programmed for widening or intersection improvements in the Transportation Improvement Program (TIP), a proportional and appropriate fee in lieu of construction in an amount equal to the City’s matching funds required for said project may be an acceptable alternative to full property frontage improvements (i.e. travel lanes, curb, gutter, and sidewalks) or intersection improvements that would otherwise be required.

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

Policies:

23.1 The Master Plan will apply National Recreation Association standards to evaluate the existing inventory and to project the City’s future needs for the amount of active and passive parkland as well as the number and type of athletic fields and recreational facilities. In applying these standards, parks and facilities of adjacent municipalities and DeSoto County should be considered.

23.2 Greenways and trails will be planned to connect neighborhoods, parks, and places of interest. Opportunities to extend trails along utility easements will be assessed and developer participation will be encouraged to expand the system and make trail connections for newly planned subdivisions.

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

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

Policies:

24.1 The City will consider redevelopment planning for Old Towne.

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

24.3 Planning efforts will work with property owners and businesses to address the need for improvements of both private properties and adjacent rights-of-way and public spaces. These include, but are not necessarily limited to redevelopment and façade renovations, streetscape, pedestrian accessibility, and traffic management. Plans will identify potential sources of funding, such as Transportation Enhancement Funds, and the creation of an area-wide tax increment financing district or public improvement district.
Goal 3: **Olive Branch will strive to enhance and maintain property values in its neighborhoods and business districts.**

Objective 3.1: The City will consider adoption of the Property Maintenance Code published by the International Code Council (ICC), or some variation of a property maintenance code, within two years of Plan adoption.

Policies:

3.1.1 A broad survey of current conditions may be required to assess the need for a property maintenance code and to establish a program to prioritize enforcement efforts.

3.1.2 If a property maintenance code is adopted, initial enforcement efforts would address individual properties that have multiple violations in neighborhoods and business districts where there is the greatest potential to adversely affect surrounding property values which could lead to a higher concentration of violations.

Objective 3.2: The City will empower code enforcement officials to address violations to the full extent of municipal authority under State and Federal law.

Objective 3.3: Within two years of Plan adoption, the City will consider establishment of a rental registration program that would apply to individuals or companies that rent out multiple dwelling units in the City.

Policies:

3.3.1 A registration program would require that rental units be identified, with associated contact information for the owner, property manager, or other individuals or entities responsible for maintenance.

3.3.2 In formulating a registration program, the City will consider exempting owners renting a single housing unit and exempting rental unit properties where there is on-site leasing and maintenance, such as a large apartment or condominium complex.

3.3.3 The program would consider that external inspections be conducted by zoning code enforcement officials at regular intervals, but that internal inspections of rental premise would occur upon request. If it was apparent from an external inspection that an internal inspection was warranted, the intervention of municipal court would be required.
Goal 4: Olive Branch will encourage and expand its inter-governmental cooperation efforts.

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

Policies:

4.1.1 The City will request to consult with the DeSoto County School Board in its selection of future school sites within and near the planning area boundary. Upon the School Board’s selection of a new site, the City will consider extension of infrastructure and may need to consider amendments to this Comprehensive Plan and related documents.

4.1.2 The City will coordinate with DeSoto County regarding the expansion and maintenance of roads and bridges within and near the planning area boundary.

4.1.3 The City will cooperate with DeSoto County and its municipalities on issues that are of mutual interest, such as litter control and recreational programs.

4.1.4 The City will request that DeSoto County develop a long-range plan to close and re-purpose its construction landfill for recreational purposes.

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

Policies:

4.2.1 In recognition that the provision of central sewer service is the primary factor that allows for density of development in excess of one dwelling unit per acre, the City’s land use planning is closely tied to the locations and capacities of DCRUA’s transmission and treatment facilities.

4.2.2 The City will work with DCRUA to connect “package” treatment systems located within the planning area and eliminate sewage treatment lagoons where it is feasible.

4.2.3 The City will make efforts to reduce infiltration and inflow into the sewersystem.

Objective 4.3: The City will maintain strong relationships with State and Federal agencies and officials, including the Army Corp of Engineers (ACOE) and the Mississippi Departments of Transportation (MDOT) and Environmental Quality (MDEQ).
Goal 5: Olive Branch will use technological resources to improve its dissemination of information, community interaction, and to encourage participation of citizenry in local government.

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

Objective 5.2: Within one year of Plan adoption, upgrade the City’s website to better disseminate information, interact with the public, and assist businesses.

Policies:

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

5.2.2 Consider live-streaming of meetings.

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

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

Policies:

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

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

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

Objective 5.4: The City will incorporate Information Technology (IT) infrastructure in all new facilities and consider creating an IT Master Plan to assess its current facilities and needs for future upgrades.
Chapter 4
LAND USE PLAN

Introduction
Existing Land Use Categories & Inventory
Development Constraints and Restrictions
Future Land Use Plan
Future Land Use Categories
Olive Branch is a growing, bustling city that has been able to maintain the feel of a smaller town as its rate of development increased over the last several decades. Balancing future growth with preservation of open spaces and agriculture land in the surrounding planning area will help Olive Branch to keep this important characteristic as it continues to grow.
The land uses were divided into residential, commercial, industrial, public and semi-public, and vacant categories. Figure 4.1 shows the distribution of land uses in the City.

**RESIDENTIAL LAND USE**

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

- Single-family residential identifies parcels of any size that contain one detached residential unit.
- Manufactured or mobile home residential identifies parcels of any size that contain a residential unit constructed or assembled off-site and transported to the site for placement as built on-site.
- High density residential identifies parcels of any size that contain two or more attached residential units. These units can be in the form of duplexes, triplexes, quadraplexes, or apartments.
Single family homes are the most prevalent residential land use in the City and planning area, composing approximately 40 percent of the City’s total area. Multi-family housing units are the least frequent residential type in Olive Branch and the planning area. Only 2.6 percent of Olive Branch is multi-family residential.

**COMMERCIAL LAND USE**

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

About 3.8 percent of Olive Branch and 0.4 percent of the planning area are composed of Commercial land uses. Inside the City, General Commercial is the most common Commercial use. Office Commercial and Central Business District (Old Towne) uses account for a fraction of the Commercial uses.

The majority of General Commercial use in Olive Branch is located along the City’s major highways and corridors, such as Mississippi Highway 178, 302, 305, Hacks Cross Road, etc. The Commercial land use, scattered throughout the planning area, is concentrated along major roads. It is better classified as Neighborhood Commercial.

**INDUSTRIAL LAND USE**

Industrially classified establishments process, manufacture, store, or distribute goods to other businesses for later sale or use. Industries do not provide on-site sale of goods or services. Industrial uses account for about 13 percent of the City’s area. These uses are located in three main areas: the northeast corner of the City, in-between I-22 and Mississippi Highway 178 near the Tennessee-Mississippi state line, and near the Mississippi Highway 305 interchange with I-22. Industrial uses are sparse throughout the planning area, and generally located near the Olive Branch City Limits.

**PUBLIC/SEMI PUBLIC**

Public and Semi-Public land uses make up a large portion of the City of Olive Branch development. In this analysis, Public and Semi-Public land uses include government facilities, schools, parks and open spaces, churches and institutions, cemeteries, private clubs, utilities, and other similar uses. These uses account for about 11 percent of land area in the City in the form of parks, schools, and the municipal airport. Other contributors to the Public/Semi-Public use are governmental buildings near downtown, including the Olive Branch Government Complex. Churches and cemeteries are located throughout the City and planning area.

**VACANT LAND USE**

For this study, vacant land indicates any land that is undeveloped, or that is being used for agricultural purposes. It does not take into account development constraints (such as floodplains/floodways), which are discussed later. About 32 percent of City acreage and 82 percent of the planning area fall into this vacant category. Much of the vacant land is southwest of the City, near the confluence of the Nolehoe Creek and Camp Creek.
<table>
<thead>
<tr>
<th>Olive Branch</th>
<th>Planning Area</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Acreage</td>
<td>21,200.5</td>
<td>100.0%</td>
</tr>
<tr>
<td>Wetlands</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freshwater Emergent Wetland</td>
<td>6.4</td>
<td>0.03%</td>
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<tr>
<td>Freshwater Forested/Shrub Wetland</td>
<td>267.0</td>
<td>1.3%</td>
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<tr>
<td>Freshwater Pond</td>
<td>333.7</td>
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</tr>
<tr>
<td>Lake &amp; Riverine</td>
<td>43.6</td>
<td>0.2%</td>
</tr>
<tr>
<td>Severe Slope</td>
<td></td>
<td></td>
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<tr>
<td>5%-15% Slope</td>
<td>7,858.2</td>
<td>37.1%</td>
</tr>
<tr>
<td>Above 15% Slope</td>
<td>3,753.8</td>
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<tr>
<td>Flood Hazard</td>
<td></td>
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</tr>
<tr>
<td>Floodway</td>
<td>372.9</td>
<td>1.8%</td>
</tr>
<tr>
<td>100 year floodplain</td>
<td>892.1</td>
<td>4.2%</td>
</tr>
</tbody>
</table>

**Figure 4.2 Olive Branch Land Use Development Constraints**
Source: US Census Bureau, Slaughter and Associate Staff Calculations

**DEVELOPMENT CONSTRAINTS AND RESTRICTIONS**

In addition to existing land uses, development constraints also affect future development. A number of constraints are mapped and discussed within this chapter in order to provide a truer picture of the development potential of the vacant land. Maps 4.3 - 4.6 illustrate the constraints discussed in this section.

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

**Location Constraints**

Location constraints consist of areas of the City, or unincorporated areas, that may have certain rules or regulations impacting future development. These may include being Federal or state lands, Indian reservations, or historic districts. While Olive Branch does not have a historic district, the Old Towne District is similar to one, and is in the downtown central business district. The Old Towne District has drawn substantial public interest due to its richness in tradition, charm and character. Old Towne lends a distinctly quaint aspect to an otherwise new City. As such, the Old Towne District is its own zoning district, which helps maintain its unique feel. The Old Towne District can be considered a location constraint, but a constraint that adds value for the City of Olive Branch.

**Environmental Constraints**

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

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

Overcoming limitations can be costly. Typically, the County Health Department inspects and regulates the construction of absorption fields; however, the best way to regulate sewage disposal is requiring connection to a centralized municipal sewer system.

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

**Wetlands**

The United States Fish and Wildlife Service National Wetlands Inventory mapping system shows that the City of Olive Branch is not significantly impacted by wetlands. Most area wetlands are found near the floodways of the Coldwater River and the Camp Creek. About eight (8) percent of the City and planning area is classified as a wetlands. Map 4.4 identifies wetlands locations.

**Severe Slopes**

In Olive Branch and the planning area, severe slopes have been defined as slopes greater than 15 percent. Based on NRCS soil maps, which do not represent the exact slope of land, Olive Branch soils are generally found in a specific slope range. Steeper slopes lead to higher development costs. Map 4.6 shows that about 37 percent Olive Branch and 30 percent of the planning area have a moderate slope (between 5 and 15 percent). Approximately 18 percent of Olive Branch and 15 percent of the planning area have a slope greater than 15 percent. These severe slopes are mostly located along or near the Camp Creek and the Coldwater River. Severe slopes increase development costs, and/or prohibit new development in City and/or planning areas with severe slopes.

**Floodplains**

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

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

Approximately four (4) percent of the City and 25 percent of the planning area are within the 100-year floodplain. Inside the City, the floodplain is located on the tributaries of the Camp Creek, which flow through downtown Olive Branch, as well as the southern portion of the City. In the planning area, the floodplain is located primarily along Camp Creek and the Coldwater River.
Planning Area
Gas Pipelines

City of Olive Branch
Planning Area

Legend
- Gas Pipelines
- Electrical Transmission Lines
- Railroads
- Parcels
- Olive Branch
- Planning Area
- Southaven
- Hernando
- Septic Tank Suitability
  - Very limited
  - Somewhat limited
  - Not rated

Map 4.3
Septic Tank Suitability Map

Source(s): Mississippi Automated Resource Information System (MARS);
US Census Bureau TIGER Line Files;
Natural Resources Conservation Services (NRCS).
Note: This map is accurate for planning purposes only.
Date: January 22, 2020
With more than 30,000 new residents and many businesses added since 1990, population growth and economic expansion have largely shaped the City of Olive Branch into what it is today. With another 30,000 new residents projected in the 20-year planning horizon, growth - and how it is managed - will be a defining factor in the City’s future. Moving forward under the guidance of a well-conceived land use plan is a critical part of ensuring the City can offer a high quality of life for its citizenry along with expanded economic opportunities as it grows and develops.

Mississippi enabling legislation requires a Future Land Use Plan to designate in map or policy form the general distribution and extent of proposed land uses. It is the primary element of the Comprehensive Plan as it sets forth a desired development pattern for future growth. Plans for transportation improvements and community facilities need to follow the “blueprint” established by the Future Land Use Plan. This provides assurances that road and utility infrastructure, including central sewer facilities, are extended and upgraded in an economical and efficient manner throughout the planning area. In the same way fire stations need to be strategically placed to ensure emergency response times are minimized, other land uses need to be sited for the convenience and benefit of the City’s residents and businesses.

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

While the Future Land Use Plan recognizes that the City’s suburban neighborhoods make up its core and that parks and greenways improve the quality of life for residents, the City should by no means be characterized as a bedroom community. The City of Olive Branch is “full-service,” complete with shopping areas, restaurants, employment centers, and institutional uses. Churches and school campuses are woven into the fabric of the City’s land use pattern and are particularly important places in a fast growing community as they offer citizens who are often from elsewhere an opportunity to become more connected to Olive Branch. As population growth occurs, the intent of the Future Land Use Plan is to keep Olive Branch as a full-service City. This is achieved by planning new areas for institutional uses, employment growth, shopping, and other commercial activities.
The Future Land Use Plan attempts to find the right balance between the various land uses and seeks to improve the blueprint moving forward. For example, DeSoto County and the City of Olive Branch are among the nation’s largest centers for warehouse distribution. While these facilities are deemed to be desirable due to job growth and tax revenues, their size and scale and the generation of truck traffic means they should ideally be sited near similar uses in areas readily accessible to the highway interstate system or rail lines. When they are located in proximity to residential neighborhoods, active measures need to be taken to maximize buffering and to minimize potentially adverse impacts of increased truck traffic. And while the Future Land Use Plan provides ample areas for industrial growth to accommodate new warehouse distribution facilities, it also recognizes and incorporates a Future Land Use Map designation for “Technology / Employment Center,” which is intended to recognize the community’s desire to advance its economic development efforts with higher paying jobs associated with medical facilities and technology driven industries. While some businesses fitting this category will likely have a substantial distribution component due to our region’s locational advantages in the warehousing industry, the form the developments may take would be more similar to a large scale office park. Given this development form, the land use designation would be deemed to be more compatible with suburban neighborhoods.

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

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

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

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

**OPEN SPACES**
- Agricultural/Rural Residential

**PLACES TO LIVE**
- Rural Estate
- Suburban Neighborhood
- Medium Density Residential
- High Density Residential

**RECREATIONAL**
- Greenspace

**LIVE, WORK, PLAY**
- Mixed Use Activity Center

**SHOPPING & SERVICES**
- Commercial Corridor
- Major Commercial Node
- Neighborhood Commercial

**WORKPLACES/COMMUNITY**
- Technology/Employment Center
- Public/Semi-Public
- Industrial/Distribution

**Character**
This designation is appropriate for farmland, pastureland, and large areas of wetlands and floodplain. These areas are not served by central utilities and roadway infrastructure is limited. Residential uses, which may include family farms in some cases, are located on large, un-platted parcels served by well and septic systems.
Land Development Considerations: Natural features, such as major wetland systems and floodplain should be preserved. Likewise, farming can also be worthy of preservation. It represents an important part of the local economy and can still represent a viable use of land, even in urbanized areas. But even in the event there are less natural constraints and a property owner is seeking to develop land, there is still limited development potential in this land use category due to the lack of central sewer service. A one-acre minimum lot size is required for septic systems and is only permissible if soil conditions are suitable.

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

Density / Intensity: Gross density should not exceed one unit per 5 acres. Net density measured within clustered development pods would be greater.
Character: This designation is characterized by subdivisions with one acre minimum lot sizes that are served by well and septic systems in lieu of central utilities. Roads have a rural design with open swales. There are no sidewalks.

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

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

Density / Intensity: Gross density should not exceed one unit per acre unless adequate infrastructure is provided. Net density measured within clustered development pods would be greater.
Character: This is the predominant single-family residential Future Land Use Map designation in the City and it is where the majority of the current population resides. Suburban neighborhoods have lot sizes ranging from 6,000 sq. ft. to 30,000 sq. ft., with most in the 12,000 – 15,000 sq. ft. range. These subdivisions generally have urban roadway sections (curb, gutter and sidewalks). However, there are a number of older single family subdivisions constructed before sidewalks were required and a number of newer planned developments that were permitted to develop with rural roadway sections (open swales, no curb or sidewalks).

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

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

Density / Intensity: Density should not exceed 4 units per acre.
Character: Medium density residential includes a limited number of housing units in buildings that typically have shared walls. These could be two-story townhome units, where property lines run along common walls inside of the buildings; or, it could be single-story cottages or duplex, triplex or quadplex buildings, which are often the chosen type of unit in age-restricted communities. These are typically developed as condominium projects, where each housing unit is owned by an individual resident with the underlying property owned in common.

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

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

Density / Intensity: Density should not exceed 8 units per acre.
Character: This designation is characterized by large apartment complexes and also includes assisted living or nursing care facilities where the number of beds is proximate to the number of residential units, usually in excess of 8 units per acre.

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

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

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

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

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

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

**Density / Intensity:** NA
GREENSPACE
ACRES

Municipal Boundary: 1,325.44
Planning Area: 498.41
TOTAL AREA: 1,823.84
**Character:** These are distinct and identifiable places where higher density residential uses are mixed with commercial and office uses, usually including at least some within the same buildings. Activity centers share common architectural and design features, have a pedestrian orientation, and offer residents the ability to live in the same place where they work and shop, with opportunities for recreation and entertainment.

**Land Development Considerations:** This designation has been applied to the recently approved “Cascades” Planned Development (PD), which is located at one of the City’s major interchanges and has also been used for the City’s Old Towne District. There are several other smaller areas that have been identified for this designation, including the acreage behind the Methodist Hospital.

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

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

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

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

Density / Intensity: 75% Impervious Surface Ratio (ISR). ISR measures the amount of area of a lot that is covered by building or paved area, which is impervious to stormwater percolation, divided by the total area of the lot. A 75% ISR means that 25% of the lot is green (grass or landscaped area).
Character: Commercial nodes are characterized by shopping centers and “big box” retail establishments located at major intersections and highway interchange areas.

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

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

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

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

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

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

**Density / Intensity:** 65% Impervious Surface Ratio (ISR).
**Technology / Employment Center**

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

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

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

**Density / Intensity:** 70% Impervious Surface Ratio (ISR).
Character: This category is intended for institutional places of assembly, such as churches, schools, and governmental office buildings. It also includes governmental and quasi-governmental facilities, such as the airport and major utility installations. Public and private cemeteries are also classified in this designation.

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

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

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

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

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

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

**Density / Intensity:** 80% Impervious Surface Ratio (ISR).
Chapter 5
TRANSPORTATION PLAN

Introduction
Functional Classification
Roadway Conditions
Transportation Improvements
Selected Average Daily Traffic Counts
Worker Flows
Olive Branch is located at a major hub for interstate travel and intermodal transportation. Expanding and improving the road network is vital to ensuring continued economic growth and to maintain ease of travel for residents, which is an important quality of life measure.
INTRODUCTION

Transportation is an important component of the comprehensive planning process because future development, economic growth, and quality of life are all influenced by the transportation system. Historically, as Olive Branch’s early transportation systems evolved, the City became a stopover for cattle trains. With growth, the City’s transportation network has allowed it to become a regional hub where residents live, work, and play. Residents enjoy an easy commute to Memphis and the surrounding areas.

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

These major corridors form the basis for land development, as growth has followed these major roads. Local roads, scattered around the City and planning area, have resulted in a curvilinear rather than a grid pattern. Local streets are found in residential neighborhoods.

FUNCTIONAL CLASSIFICATION

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

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

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

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

Olive Branch and the planning area have nine minor arterials:

- Mississippi Highway 305 from College Road south to the planning area limits.
- Church Road from Mississippi Highway 305 west to the planning area limits.
- College Road from Bethel Road west to Olive Branch corporate limits.
- Craft Road from Mississippi Highway 178 south to Church Road.
- Goodman Road from Mississippi Highway 302 (near I-22 exit 2) east to Mississippi Highway 302 (near Hacks Cross Road).
- Hacks Cross Road / Bethel Road from State Line Road south to College Road.
- Pleasant Hill Road from State Line Road south to Church Road.
- Polk Lane from State Line Road south to Mississippi Highway 302.
- State Line Road from Forest Hill Irene Road west to the planning area limits.

Collectors

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

- Malone Road (the portion within the Olive Branch corporate limits), Malone Road / Johnson Road from Byhalia Road south to Holly Springs Road.
- Nail Road from Malone Road east to Pleasant Hill Road.
- Douglas Drive from Malone Road east to Pleasant Hill Road.
- Davidson Road from State Line Road south to the end of the road.
- Curbo Lane / Blue Bird Lane from Davidson Road east to Craft Road.
- Alexander Road from State Line Road south to Goodman Road.
- DeSoto Road from Alexander Road east to Hacks Cross Road.
- East Sandidge Road / Magnolia Drive from Mississippi Highway 305 easterly and northerly to Goodman Road.
- Center Hill Road from the Tennessee-Mississippi state line south to Mississippi Highway 178.
- Mississippi Highway 178 from the Olive Branch corporate limits southeasterly to the DeSoto-Marshall County line.
- Bethel Road from the Olive Branch corporate limits southerly and westerly to Mississippi Highway 305.
• College Road from the Olive Branch corporate limits west to Pleasant Hill Road, then Bridgeforth Road / College Road from Pleasant Hill Road west to the planning area limits.
• Pleasant Hill Road from Church Road south to the planning area limits.
• Byhalia Road from the DeSoto-Marshall County line west to the planning area limits.
• Red Banks Road from Mississippi Highway 178 south to the planning area limits.
• Holly Springs Road (the small portion that is within the planning area limits).
• Laughter Road from Pleasant Hill Road south to Byhalia Road.

Local Roads
Local roadways connect and carry traffic from adjacent land uses to roadways of higher classification for dispersal of traffic flow. Local roads serve short distance travel and have lower speed limits than arterials and collectors. Within the City of Olive Branch and the planning area, local roads include all other county and city roadways with less traffic than the collectors or arterials. The majority of roads in Olive Branch are classified as local roads.
Legend

- Gas Pipelines
- Electrical Transmission Lines
- Railroads
- Parcels
- Olive Branch
- Planning Area
- Southaven
- Hernando

Functional Classification

- Principal arterial
- Minor arterial
- Major collector
- Minor collector
- Local roads

Map 5.1

Functional Classification Map

Source(s): Mississippi Automated Resource Information System (MARS);
US Census Bureau TIGER Line Files;
MDOT Functional Classification System
Note: This map is accurate for planning purposes only
Date: January 22, 2020
ROADWAY CONDITIONS

There are about 245 miles of local roadways within the Olive Branch corporate limits. Many are in good condition, but there are older streets suffering from pavement cracking and potholes. Promoting a shorter street paving cycle helps address these issues and can prevent pavement cracking if roads are repaved in a timely manner.

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

TRANSPORTATION IMPROVEMENTS

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

Congestion Relief

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

There are several potential ways to help ease congestion, but they could be challenging to implement. Some of these solutions include reworking or adding traffic signals at intersections, access management to reduce curb cuts and control movements, and adding turn lanes near intersections. No matter what solution is offered, it will be important for the City to design improvements that will increase the safety and efficiency of these major roads.

Street Widening

After meeting with various stakeholders, one of the biggest concerns voiced by residents and officials is that in order to improve the transportation network numerous roads may need to be widened. Most of the roads that may need to be widened are collectors, which should help to facilitate local traffic flow around the City. Roads suggested for widening include (but are not limited to): State Line Road; Pleasant Hill Road; Mississippi Highway 302 and 305; Bethel Road; Craft Road; Davidson Road; and Center Hill Road. Map 5.2 shows street improvements.

Additional Connections

As Olive Branch continues to grow, it is important to connect roads that have been cut off or need to be expanded. For example, State Line Road does not cross over Interstate 22, which does not make it a viable alternative to Mississippi Highway 302 for east/west travel. Because most collectors and minor arterials are east/west and north/south roads for the most part, making sure they reach every part of Olive Branch will be important to help move traffic along these corridors. Some additional connections that should be considered are: Craft Road north to State Line Road/Crumpler Road; Nail Road between Pleasant Hill Road and Craft Road; and Davidson Road south to future Nail Road; and Forest Hill Irene Road south to MS Highway 302.
SELECT AVERAGE DAILY TRAFFIC COUNTS

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

The Olive Branch Comprehensive Plan has selected 34 survey points along major and minor corridors in the City and planning area. Fifteen are located outside the Olive Branch corporate limits, while the other nineteen are inside the City Limits. Figure 5.2 and Map 5.3 show the location and traffic counts for each of the survey points selected. Yearly counts from 2009 to 2018 were analyzed.

Over the last five years, the City and planning area have seen a general increase in the number of trips recorded, with only two points having a decrease in traffic counts, and five points having no change (the two points on I-269 only had traffic counts in 2018). The majority of highways and major roads have seen an increase in traffic. Locations experiencing a decrease were on Goodman Road east of City Hall, and Mississippi Highway 178 southeast of City Hall. As traffic counts continue to increase, it becomes imperative for Olive Branch and the State of Mississippi to take steps to ease congestion, increase safety, and create a transportation network that allows all residents to easily travel around the City.

WORKER FLOWS

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

**Figure 5.1 Olive Branch Worker Flows**
Figure 5.2 Olive Branch Traffic Counts 2009 thru 2018

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

Increasing traffic counts
Decreasing traffic counts

Last 5 Years Last 10 Years

# Change % Change # Change % Change

Olive Branch MS Traffic Counts
Non-Motorized Transportation

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

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

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

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

Air Transportation

The Olive Branch municipal airport (FAA LID: OLV) is owned by the City of Olive Branch and is located about three miles northeast of the City’s downtown. It has one runway with an asphalt surface measuring 6,000 by 100 feet. For the 12-month period ending December 31, 2019, the airport had 64,500 take-offs and landings, inclusive of “touch and go” flight training maneuvers. These aviation aircraft operations averaged about 175 per day. The airport performs an important role serving the industrial park surrounding the airport. Due to its proximity to Memphis, Olive Branch municipal airport is one of the busiest in Mississippi in terms of total general aviation operations.
Figure 6-1

**EXISTING CULTURAL SITES**

- C1 EDGEFIELD MOUND
- C2 MEMPHIS MINNIE BLUES TRAIL MARKER AND GRAVE SITE
- C3 PREBBY HONEYWOOD COTTAGE
- C4 BROWN HOUSE AND GREAT PINE TREE
- C5 WALKER HOUSE
- C6 BIG WALTER HORTON'S BLUES TRAIL MARKER
- C7 EDMONDSON CEMETERY
- C8 GUS CANNON GRAVE SITE
- C9 JOE CALICO BLUES TRAIL MARKER
- C10 JERRY LEE LEWIS RANCH
- C11 SHOWDEN HOUSE
- C12 WESSON HOUSE
- C13 OLIVE BRANCH CITY HALL MUSEUM
- C14 BLOCKER CEMETERY
- C15 MILLER PLANTATION HOUSE
- C16 ROBERTSON HOUSE
- C17 DODGERS HOUSE
- C18 BAPTIST INDUSTRIAL COLLEGE
- C19 BEALE TOWNBOUND BLUES TRAIL MARKER
- C20 DE SOTO COUNTY COURTHOUSE AND SQUARE
- C21 HERNANDO WATER TOWER
- C22 EUDORA COMMUNITY PARK AND TRAIL
- C23 ARKABUTLA LAKE NATURE TRAIL SYSTEM (CORPS)
- C24 COLDWATER RIVER CANOE AND KAYAK TRAIL
- C25 JAMES MURPHY SHOOTING SITE

**EXISTING COUNTY PARKS**

- 1 HERNANDO DE SOTO RIVER PARK
- 2 LAKE CORJINTZI COMMUNITY PARK
- 3 ROBERTSON DONALD PARK
- 4 CHICKASAW BOY SCOUT CAMP (PRIVATE)
- 5 EBONY COMMUNITY PARK AND TRAIL
- 6 APX CENTER TRAIL (PRIVATE)
- 7 HERNANDO POINT RECREATION AREA (CORPS)
- 8 ARKABUTLA LAKE NATURE TRAIL SYSTEM (CORPS)
- 9 CUB POTOM RECREATION AREA (CORPS)
- 10 HERNANDO CIVIC CENTER (PRIVATE)
- 11 COLOMA RIVER CANOE AND KAYAK TRAIL
- 12 COOKSTOWN COMMUNITY PARK AND TRAIL
- 13 BARRETT COMMUNITY PARK
- 14 HAWK'S CROSSING COMMUNITY PARK (FUTURE)

**LEGEND**

- **EXISTING CULTURAL SITES**
- **EXISTING STREAMS**
- **EXISTING PARKS**
- **EXISTING SCHOOLS**
- **EXISTING PUBLICLY OWNED PROPERTY**
- **ECOLOGICALLY SIGNIFICANT ZONE**
- **EXISTING TRAIL HEAD**
- **EXISTING BIKEWAY**
- **PROPOSED PARK**
- **PROPOSED TRAIL HEAD**
- **PROPOSED BIKEWAY PRIORITY 1**
- **PROPOSED BIKEWAY PRIORITY 2**
- **PROPOSED TRAIL PRIORITY 1**
- **PROPOSED TRAIL PRIORITY 2**

**GRAPHIC SCALE**

1 inch = 12000 feet

(1 IN FEET)

(100 FEET)

(2000 FEET)

(4000 FEET)

(6000 FEET)

(12000 FEET)

(24000 FEET)

316 WEST COMMERCE STREET
HERNANDO, MS 38632

www.desotogreenways.org

DeSoto County Greenways and Parks

DeSOTO COUNTY, MISSISSIPPI

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

Figure 6-1
Chapter 6
COMMUNITY FACILITIES PLAN

General Government Operations
Police Department
Fire Department
Emergency Management
Parks and Recreation
Public Utilities
Public Works / Streets
Planning & Development / GIS / Code Enforcement
Industry
Educational Resources
Housing
Olive Branch is part of the DeSoto County School District — Mississippi’s largest and fastest growing school district. The District was named the Best Public School District in the State of Mississippi in 2019.
Introduction

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

General Government Operations

The City of Olive Branch’s governmental and administration services, including the Mayor’s Office and City Administrator, operate out of City Hall located at 9200 Pigeon Roost Road. The current City facility is centrally located in the heart of the City, adjacent to the historic Old Towne area. Olive Branch’s City Hall and administrative staff should continue to serve and proactively anticipate the needs of the City’s employees, as well as the citizens of Olive Branch. City Hall and administrative staff should be easily accessible, recruit and retain professional employees in needed areas, and boost community outreach through good communication practices.

Police Department

The City of Olive Branch Police Department, located at 10470 Hwy. 178, is served by 91 sworn officers. The standard measure for police protection is the number of officers per 1,000 population. Olive Branch has approximately 2.7 officers per 1000 population, which is above the FBI national average of 2.1 officers per 1,000 for Group IV Cities (Populations between 25,000 to 49,999). Population is a major influence on the demand for police officers. With Olive Branch’s growing population, hiring additional officers may be necessary with the City’s expansion.

As the City continues to expand its footprint and the population continues to grow, the Olive Branch Police Department may want to explore opportunities for expanding the current facilities, possibly adding additional substations in areas of need. For instance, the police department would benefit from the development of a high-tech firing range in the next 15 to 20 years.

The City of Olive Branch’s Police Department should strive to increase its capabilities to provide law enforcement services to fight crime in the community. These increased capabilities may include: the upgrading and addition of law enforcement equipment such as laptops in cars; e-citation programs; body cameras; maintaining a high level of training and certification for the officers; and expanding the police force as needed. The City should monitor criminal activity and traffic loads within the City and adjust the size of the police force as necessary. In addition to providing high quality police services, the City of Olive Branch should strive to maintain a positive public perception with regard to the safety of the community.

Fire Department

The City of Olive Branch operates a professional fire department, with an administrative office at 9245 Pigeon Roost Rd, and five outlying fire stations. Station one, located at 9189 Pigeon Roost Road, is located in the heart of Olive Branch and adjacent to City Hall. Station Two, located at 7745 Craft Road, is on the corner of Craft Road and Blue Bird Lane, right off of the Craft Road exit of Highway 78.
Station Three, located at 7750 Hacks Cross Road, is on the north side of MS Highway 302, in the middle of one of the main industrial areas, and adjacent to the Olive Branch Airport. Station Four, located at 5765 Pleasant Hill Rd is south of Nail Road and north of Church Road. Station 5, located at 3834 Pleasant Hill Rd, is south of the existing City limits and located in the Olive Branch Municipal Fire Protection District, just north of the Pleasant Hill Road and Bridgeforth Road intersection. The City of Olive Branch also has a training facility located at 10430 Highway 178. Map 6.1 shows the locations of Fire Stations throughout the City.

The City of Olive Branch’s Fire Stations are currently in good working order; however, the department and City officials should continually assess the adequacy of the fire stations and plan for future expansions and/or additional stations. Mississippi State Rating Bureau (MSRB) is a non-profit corporation that has leadership and membership comprised of the insurance companies that write fire protection policies. MSRB provides services related to the grading of public fire protection and services in connection to insurance rates in the State of Mississippi. MSRB has issued the City of Olive Branch a Class 4 fire rating. They have issued the Olive Branch Municipal Fire Protection District a class 6 rating. The inspection system is based on a point schedule with credit given in several categories related to fire fighting and protecting property from fire damage. These categories include the age of fire-fighting equipment, the quantity of water available to fight fires, the average number of firefighters responding per call, and the distance the firefighting equipment must travel in order to reach a fire (run distance). They also look at the fire prevention program, including your inspections and investigation ability along with the adopted code. The Olive Branch Fire Department is currently under the 2018 International Fire Code, to include all references to the National Fire Protection Association (NFPA).

The City of Olive Branch’s Fire apparatus and ambulances are currently in good working order; however, the department and City officials should continually assess the adequacy of firefighting and emergency medical equipment and develop a program to replace vehicles which have aged beyond a useful life.

Water supply and personnel are a major part of the City’s firefighting capabilities. The department is served by 86 Firefighters, which equates to 2.1 Firefighters per 1,000 population. Since needs change and evolve over time, the City’s administration should routinely meet with the Fire Department and discuss the needs of both personnel and equipment for the future expansion of the City. The fire department should work with Olive Branch’s Water and Sewer Division to identify areas that are in need of fire hydrants and water pressure improvements. The City should also take preemptive measures in City ordinances, such as improving subdivision regulations to ensure that as new development occurs, developers make the necessary improvements to maintain a high level of fire protection.

**Emergency Management**

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

As shown in Map 6.2, Olive Branch Parks and Recreation Department is responsible for a wide range of recreational and cultural opportunities in the City, including competitive sports and community facilities. Currently, the City has five parks and a senior citizen center that provide a wide range of recreational opportunities to the community, including walking trails, bike trails, exercise stations, baseball fields, softball fields, soccer fields, playgrounds, and many more. The five parks are shown on Maps 6.2 and 6.3.

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

Youth sports is a multi-billion-dollar industry in the U.S., but that does not mean every child has the chance to participate. Olive Branch, though, is making strides to ensure the availability of recreation and leisure experiences for all residents of Olive Branch. While the City of Olive Branch’s Parks and Recreation Department is in good shape, there is always room to improve on the current recreational amenities that are offered to the citizens of the City.

Proactive steps over the next few years, such as expanding parking options, building a multi-purpose arena, developing a tennis center, adding additional soccer fields, expanding handicap accessible parks/equipment, adding an events coordinator, catering programs towards senior citizens, installing more lighting as security precautions for existing facilities, and adding sidewalks for better connectivity are opportunities that the City of Olive Branch, through the Parks and Recreation Department, should explore in order to protect and enhance the quality of life for its current citizens and future generations to come.
Map 6.2
Parks and Recreation Facilities Map

Source(s): Mississippi Automated Resource Information System (MARS); US Census Bureau TIGER Line Files; Olive Branch Planning Department
Note: This map is accurate for planning purposes only
Date: January 22, 2020
Map 6.3
Parks and Recreation Facilities Map (City Zoom)

Source(s): Mississippi Automated Resource Information System (MARIS);
US Census Bureau TIGER Line Files;
Olive Branch Planning Department.
Note: This map is accurate for planning purposes only
Date: January 22, 2020

Olive Branch Parks and Recreation Facilities

1. Ivy Trails Community Park
2. Olive Branch City Park
3. Magnolia Community Park
4. Southridge Community Park
5. George M. Harrison Municipal Soccer Complex
Public Utilities

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

Electric

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

Natural Gas

Most of the City of Olive Branch’s natural gas division receives natural gas from CenterPoint Energy, and it is purchased at a Firm NYMEX based rate. While the City’s natural gas division serves the City of Olive Branch, it also serves the Planning Area in eastern and southern DeSoto County, as well as western Marshall County. The City’s natural gas division strives to provide uninterrupted natural gas service safely and efficiently to all of its customers, while also excelling in the pursuit of a safe environment. The western portion of Olive Branch as well as southern portions of the planning area receives natural gas from Atmos Energy Corporation. While the gas system is in good condition the City should continue to strive to maintain low rates while supporting and anticipating the future needs of its customers, and expansion of the gas system. Gas certificated areas are shown in Map 6.5. Map 6.6 is existing and proposed gas lines.

Water

Water service is provided to the City by Olive Branch’s Water and Sewer Department as well as Lewisburg water, which serves part of the City and a portion of the Planning Area. The City’s water system is currently meeting not only the needs of the existing City, but also surrounding portions of DeSoto County. The City also operates its own water treatment plants and treats approximately six (6) million gallons/ day. As growth continues in both the City and county, expansions in the water system will be necessary. Olive Branch is also bordered by rural water associations. If there is any significant development in these areas, these water associations may not be capable of keeping up with demand. The City may eventually need to consider analyzing the feasibility of acquiring the water association coverage areas that are inside the City Limits. Municipal water should be a more reliable service, as well as assigning fire flows.

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

The City of Olive Branch provides sanitary sewer service to its residents through a collection system that, much like the water system, spans not only the incorporated City, but also parts of the planning area. Sanitary sewer service is provided in partnership with the DeSoto County Regional Utility Authority (DCRUA). Under this arrangement, the Authority operates and maintains regional wastewater treatment facilities that provide wholesale treatment services to the various governmental jurisdictions throughout DeSoto County, billing the jurisdictions directly for these services, while the City maintains the collection system and is the retail agent billing the individual users served by its collection system.

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

The City of Olive Branch is currently served by four wastewater treatment facilities, all four owned by DCRUA. DCRUA’s major facility is the Short Fork treatment plant located approximately nine miles south of the City at the confluence of Short Fork Creek into the Coldwater River. This plant serves both the City of Hernando and the City of Olive Branch. The Short Fork treatment plant is connected to the City through the Camp Creek interceptor, which transports the sewage south from the City via gravity to the Byhalia Road pump station, where the waste is pumped by pressure through a force main to the treatment plant site. DCRUA also owns the Ross Road treatment plan located in Olive Branch and the Bray-borne treatment plant to the east of Olive Branch in the planning area. Lastly, DCRUA owns the Metro wastewater treatment facility. The Metro facility is located on State Line Road, just east of its intersection with Hacks Cross Road, in the city limits. This facility serves primarily the Metro Industrial Park, as well as a few other properties in the planning area, such as the Center Hill School campus.

The largest problem currently with the City’s collection system is the inflow and infiltration of storm water and other natural sources of water into the collection system. Some areas of the City’s collection system are over 100-years old consisting of open-jointed clay pipe. As a result, during rain events, the collection system and wastewater treatment system can be significantly impacted. Sewer service is one of the main controlling factors for land development in Olive Branch and the planning area, so the city should continue to work with DCRUA to update and improve sanitary sewer service.
Map 6.7
Water Certificated Areas Map

Source(s): Mississippi Automated Resource Information System (MARS); US Census Bureau TIGER Line Files; Public Service Commission (PSC).

Note: This map is accurate for planning purposes only.
Date: January 22, 2020
Public Works / Streets

The City of Olive Branch’s Public Works Department is tasked with providing maintenance of the infrastructure necessary to provide for the expected quality of life, sustaining the community, and providing continuous improvements of services to the citizens of Olive Branch. More particularly, the streets and sanitation division of the Public Works Department is focused on daily maintenance of the approximate 245 miles of local streets within the City limits. This maintenance includes repairing streets, sidewalks and public drainage structures, cleaning inlets of debris, picking up leaves, limbs, brush, yard waste, bulky trash and appliances at curbside. The streets and sanitation division of the Public Works Department also maintains street rights-of-way and other City property, as well as a variety of other tasks not covered within other City departments.

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

Planning & Development / Code Enforcement

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

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

Industrial uses account for approximately 13 percent of the land area in the City. This industrial development is continuing to grow, in part because the DeSoto County Economic Development Council helps to attract industrial development to DeSoto County and the Olive Branch area.

Currently, the majority of industrial development surrounds the Olive Branch Municipal Airport. Industrial development also exists near the I-22 and Mississippi Highway 305 exit, as well as between I-22 and Mississippi Highway 178 south of the Tennessee-Mississippi state line.

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

Educational Resources

The schools within the City of Olive Branch and the planning area are part of the DeSoto County School District and are listed below:

Elementary/Intermediate Schools

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

Middle/High Schools

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

The DeSoto County School District is Mississippi’s largest and fastest growing school district and leader in state test scores, academic achievement, technology, arts, and physical education. In addition to boasting a district wide student population of over 30,000 and having a completion rate of 91.1%,
the DeSoto County School District was named the Best Public School District in the State of Mississippi in 2019. The school district is also an asset to the community as an employer by offering excellent benefits, competitive salaries, health insurance and retirement packages.

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

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

**Housing**

Most of Olive Branch’s housing stock is in generally good condition and is considered a strength of the City. Dilapidated and unsafe structures should be condemned as appropriate by the Building Official. Much of the current challenge for Olive Branch is in dealing with poorly maintained rental properties that are clustered and scattered throughout various neighborhoods in the City. Ensuring rental properties are safe and livable and do not deteriorate to the point of condemnation is of utmost importance to the stabilization and increase of neighborhood property values and the economic well-being of the City.

Like many cities in Mississippi, Olive Branch is experiencing a lack of new moderately-priced housing developments. Much of what is built is for either end of the economic spectrum, either low income rentals or more expensive large, single family homes. Working with developers to increase the housing stock in the $160,000 to $210,000 price range is becoming more and more important if Olive Branch wants to both retain and attract an adequate workforce.

That said, there is little room for these types of developments in the existing City limits, and utilizing the development of apartment complexes to solve this housing stock issue is not always the best option. As discussed in Chapter 4, much of the current vacant land is constrained with poor soil, floodplains, and wetlands. The City is currently in the process of annexing some of the areas adjacent to the City in order to replenish the supply of vacant, unconstrained land for new growth and development needs.

As the City works to meet the residential needs of the existing and prospective workforce, it should also be mindful of the needs of the aging population of the City. This can be achieved by developing smaller lot homes (i.e., garden homes) and placing these developments in areas that are surrounded by amenities such as community centers and medical facilities. Also, building homes that allow residents to age in place allows residents to stay in their homes as they get older.
In addressing these housing issues, the City of Olive Branch should be proactive and ensure the overall safety and sustainability of the City for its residents now and in the future. Through best development practices, such as promoting walkability and alternative transportation methods throughout residential developments, the City of Olive Branch has the ability to develop a well-planned housing stock that addresses the individual needs of all of its residents.
Chapter 7

PLAN IMPLEMENTATION

Implementation Tools
Plan Maintenance
The Comprehensive Plan is a dynamic document. Maintaining it is as important as implementing it.
Introduction

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

Implementation Tools

Annual Budget (General Fund and Enterprise Fund)

The annual budget is a process in which the City of Olive Branch reviews various needs in the community and makes decisions to fund certain services, programs, capital expenditures, etc. The fiscal year 2020 budget (as amended on June 16, 2020) encompasses total expenditures of $88,647,643 of which $14,354,134 relates to capital projects or equipment. Many local governments incorporate recommendations or policies from the comprehensive plan into the budgetary process. Including the comprehensive plan in the budget discussions can ensure that needs or goals previously outlined are being reviewed annually and considered for implementation. Because a comprehensive plan is a guide for the future, using it during the budgetary process can help direct funds to the goals laid out during the planning process.

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

Intergovernmental Agreements

Intergovernmental agreements between local government entities can help to spread the burden of certain services by sharing some responsibility to benefit the community as a whole. This comprehensive plan does not recommend any agreements specifically. However, the City currently utilizes this tool for various services. The continued use of this tool can be effective and beneficial for the residents of Olive Branch and the planning area.

Zoning Ordinances

Zoning is a common implementation tool for carrying out the future land use portion of the comprehensive plan. Zoning is the regulation of land uses and is intended to guide development into compatible land use patterns. It protects individual land owners and preserves and establishes the character of a community. Updating and strictly enforcing the current zoning ordinance for the City of Olive Branch is an effective way to implement elements of this comprehensive plan.
Building, Construction and Fire Codes

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

Subdivision Regulations

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

Community Design and Appearance

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

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

Day-to-Day Policy Enforcement

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

Plan Maintenance

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

Amendments

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

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


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

WHEREAS, the City Planning staff, in conjunction with the City’s consultant, sought community input as to the contents of an updated Comprehensive Plan, and

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

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

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

WHEREAS, on June 9, 2020 the Planning Commission unanimously recommended adoption of the Comprehensive Plan, and

WHEREAS, the Mayor and Board of Aldermen are of the opinion that the Comprehensive Plan should be adopted.

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

1. That the Comprehensive Plan, in the form prepared by staff and the City’s consultant, as recommended by the Planning
Commission, and as reviewed by the Board of Aldermen and on file with the City Clerk is hereby adopted as the Comprehensive Plan for the City of Olive Branch.

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

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

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

ORDAINED this 18th day of August, 2020.

SCOTT B. PHILLIPS, MAYOR

ATTEST:

TINA R. GRIFFITH, CITY CLERK